

Personal Care Appliances in Brazil

Market Direction | 2022-11-24 | 37 pages | Euromonitor

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Report description:

In 2022, the "new normal" routine has gained traction in Brazilian households and workspaces, while the population overall has been less concerned about disease prevention and COVID-19 transmission. Personal care appliances is set to see double-digit growth in retail current value terms and slower but still dynamic growth in retail volume terms, driven especially by electric facial cleansers and oral care appliances.

Euromonitor International's Personal Care Appliances in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Manufacturing operations continue to be affected by global supply chain disruptions

Players address technology and better usability in new products

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Online growth driven by attractive conditions such as promotions and fast delivery

Positive economic perspective should drive consumption and promote growth

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