

Skin Care in Brazil

Market Direction | 2023-07-19 | 34 pages | Euromonitor

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Report description:

Skin care in Brazil experienced double-digit growth in retail current value terms in 2022, and continued to be the eighth largest global market in the category. An interesting highlight is the body care category, which accounted for 57% of overall value sales in skin care in Brazil in 2022, and presents a unique characteristic. Amongst the top 10 global skin care markets, Brazil stands out as the only country in which body care accounts for a larger share of value sales than facial care. This ph...

Euromonitor International's Skin Care 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- * Get a detailed picture of the Skin Care 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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Scented body care continues to be a trend, but facial care sees growing demand amongst Brazilians

Embracing beauty from within: The blurring boundaries of beauty and health in Brazil, led by ingredients

E-commerce expansion and customer centricity

PROSPECTS AND OPPORTUNITIES

Facial care set to accelerate its growth and narrow the gap with body care in the forecast period

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