

Brazil Personal Hygiene Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-07-12 | 46 pages | MarketLine

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Report description:

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Summary

Personal Hygiene in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The personal hygiene market consists of retail sale of anti-perspirants and deodorants, bath & shower products, and soap. The anti-perspirants segment consists of all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. The bath & shower segment consists of bubble-baths and bath time washing gels and lotions. The segment also includes non-liquid products added to baths such as bath bombs, beads and salts. The soap segment consists of both bar soap and liquid soaps. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2022 exchange rates.
- The Brazilian Personal Hygiene market had total revenues of \$5,326.1 million in 2022, representing a compound annual growth rate (CAGR) of 3.9% between 2017 and 2022.
- Market consumption volume increased with a CAGR of 1.4% between 2017 and 2022, to reach a total of 5,308.8 million units in 2022.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 6.4% for the five-year period 2022 - 2027, which is expected to drive the market to a value of \$7,265.9 million by the end of 2027.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the personal hygiene market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the personal hygiene market in Brazil
- Leading company profiles reveal details of key personal hygiene market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil personal hygiene market with five year forecasts

Reasons to Buy

- What was the size of the Brazil personal hygiene market by value in 2022?
- What will be the size of the Brazil personal hygiene market in 2027?
- What factors are affecting the strength of competition in the Brazil personal hygiene market?
- How has the market performed over the last five years?
- What are the main segments that make up Brazil's personal hygiene market?

Table of Contents:

Table of Contents

1 Executive Summary

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

2 Market Overview

- 2.1. Market definition
- 2.2. Market analysis

3 Market Data

- 3.1. Market value
- 3.2. Market volume

4 Market Segmentation

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 Market Outlook

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 Five Forces Analysis

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes

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- 6.6. Degree of rivalry
- 7 Competitive Landscape
 - 7.1. Market share
 - 7.2. Who are the leading players in the Brazilian personal hygiene market?
 - 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
 - 7.4. Which companies market shares have suffered over the same period (2017-2022)?
 - 7.5. What are the most popular brands in the Brazilian personal hygiene market?
- 8 Company Profiles
 - 8.1. Unilever Plc.
 - 8.2. Natura & Co Holding SA
 - 8.3. Grupo Boticario
 - 8.4. Beiersdorf AG
- 9 Macroeconomic Indicators
 - 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Industry associations
 - 10.3. Related MarketLine research
 - 10.4. About MarketLine

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