

Brazil Beauty and Personal Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Brazil Beauty and Personal Care Products Market size is estimated at USD 33.14 billion in 2024, and is expected to reach USD 44.03 billion by 2029, growing at a CAGR of 5.85% during the forecast period (2024-2029).

The rising incidence of hair- and skin-related problems such as alopecia areata, telogen effluvium, and other issues among consumers, coupled with increasing hygienic practices, has led to the demand for such effective products across the country. The rising consumer awareness regarding products and services through digital media and other sources is boosting the demand for various beauty and personal care products. Additionally, rising pollution levels in a few major cities in Brazil are also a significant reason for people to use protective personal care cosmetics to protect their skin from damage. According to IQAir, Brasilia, Rio Claro, Osasco, and Sao Jose do Rio Preto are a few major cities in Brazil with high pollution levels.

Moreover, customers are increasingly looking for value-for-money products that are natural and beneficial for the skin and provide a range of combined benefits of high-priced premium products like anti-aging, whitening, moisturizing, etc. at a lower-than-premium cost. This product class has been dubbed "masstige." Mid-income customers in Brazil are trading down from premium to masstige, and from masstige to mass market, depending on their purchasing power and the multi-benefits offered in products. Innovation continued to drive sales of beauty and personal care products in the last few years. As several important brands announced updates to their main brands, focusing on new formulas and especially on new packaging, key players are focusing on product innovation.

Rising consumer awareness about using cosmetics that are vegan, organic, natural, and, at the same time, good for the planet, has encouraged manufacturers to launch new offerings and expand their footprint. For instance, in October 2022, L'Oreal's Brazilian subsidiary declared that it was broadening its line-up of sun protection products to better fulfill the demands of Brazil's

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vast skin diversity. In addition to announcing the introduction of 11 new hues, the group also unveiled a new color nomenclature that uses a numerical scale. Such developments in the country are expected to drive the growth of the market studied in the country during the forecast period.

Brazil Beauty and Personal Care Products Market Trends

Growing Inclination Towards Natural/Organic Formulations

Growing concerns regarding the side effects of chemicals in personal care products, which lead to ailments such as skin irritation, allergies, and dullness, have been fueling the demand for natural and organic skincare products. Prolonged use of synthetic cosmetics may cause various health issues, such as irritation, hormonal imbalance, and toxicity. However, cosmetic products made of organic ingredients, such as plant extracts and natural oils, do not leave any harmful impact on the skin. Natural skincare and cosmetic products that are free of chemicals and transparent about their ingredients are driving consumer demand for such products. This factor has resulted in a shift in consumer preference from synthetic skincare products to organic products. To capitalize on this growing interest, the manufacturers in the market have been revamping and expanding their product offerings by introducing a wide range of organic skincare products containing plant-based, clean-label ingredients, with claims such as "organic," "vegan," "natural," "chemical-free," and "cruelty-free," among others. Costa Brazil, for example, launched a new body wash in November 2022 that the company claims is made entirely of sustainably sourced ingredients from the heart of the Amazon rainforest. The company claimed that this is a nutrient-rich, handy body wash infused with skin-softening squalane and Amazon-sourced miracle oils. Natural ingredients are increasingly being used in place of synthetic ones by businesses, in part due to customer demand and in part due to a shift towards sustainable raw materials.

Moreover, increasing e-commerce websites that specifically offer vegan and natural products in the country is also creating more awareness about the benefits of natural products, thus attracting consumers to them. For instance, Use Organico is an e-commerce platform in Brazil that specializes in offering beauty, aromatherapy, and wellness products in addition to vegan, 100% natural, and organic cosmetics. It offers organic deodorants, natural roll-on deodorants, vegan spray deodorants, natural and vegan crystal deodorants, natural spray deodorants, and several other types of deodorants for the skin made with natural, vegan, organic, and ecologically correct ingredients. Such developments in the market are expected to boost the market's growth during the forecast period.

Skin Care Products Dominating The Market

The growth of the skincare industry can be attributed to the distinct position it holds within a number of trends, including the rising demand for self-care and health-promoting products, the interest in regimens and routines, the ability of social media to empower and inform consumers more quickly, and, most notably, the unique capacity of new technology to simplify the unusually complex options that customers have when interacting with skincare brands. Imports of skincare and beauty products to the country have increased owing to the growing demand for such products. For instance, according to Associacao Brasileira da Industria de Higiene Pessoal, Perfumaria, and Cosméticos (ABIHPEC), in 2021, Brazilian imports of skin care products totaled 132.7 million USD, out of which imports of beauty and nourishing creams and tonic lotions represented around 56.9 million USD and other beauty and makeup products accounted for 75.9 million USD. Similarly, in 2021, Brazil will import over USD 133 million worth of cosmetic and personal care products from France. Meanwhile, Brazil imported approximately USD 102 million in this type of product from China. That year, the total volume of beauty and personal hygiene products imported into Brazil amounted to 87 thousand metric tons.

Moreover, modern customers are much pickier and more mindful when it comes to their decisions, especially when it comes to buying skincare products. Customers are willing to spend money on items if they are organic and can improve their skin's health naturally. Other factors driving the rise of organic skincare in this region include the region's rapidly aging population, a growing

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millennial population, growing awareness of organic products, and an increase in the number of working women. Most customers in the country are looking for products that are natural, organic, sulfate-free, paraben-free, vegan, cruelty-free, and contain no artificial preservatives, colors, or fragrances. Such products are gaining traction and encouraging consumers to buy skin care products. As a result, natural, vegan, and environmentally friendly products are expected to grow during the forecast period.

Brazil Beauty and Personal Care Products Industry Overview

Key players in Brazil's beauty and personal care market are focusing on acquisition and expansion in the country, which is helping them to diversify their offerings and gives them access to stable cash flows and further growth opportunities in Brazil. The beauty products market saw fierce competition, with major international players dominating. Various players are entering the market to tap the untapped potential of the beauty and personal care products market, offering natural and vegan products. An advanced and diversified distribution network gives an upper edge to the manufacturers in expanding their range of products across Brazil. Key players in the market include Unilever PLC, L'Oreal SA, Procter & Gamble Company, Beiersdorf AG, and Shiseido Company Ltd.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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