

Health and Beauty Specialists in Brazil

Market Direction | 2024-03-12 | 42 pages | Euromonitor

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Report description:

Health and beauty specialists maintained growth in both current value terms and in terms of outlet numbers in Brazil in 2023, with growth across all channels by both measures. Raia Drogasil (Droga Raia, RD Farmacias, and Drogaria Onofre) consolidated its position as the leader in the channel in value terms in 2023, thanks to its strength in the largest channel, pharmacies, although it also has a presence in e-commerce. The company has demonstrated a voracious appetite to increase its capillarity...

Euromonitor International's Health and Beauty Specialists in Brazil report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Beauty Specialists, Health and Personal Care Stores, Optical Goods Stores, Pharmacies.

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

Why buy this report?

- * Get a detailed picture of the Health and Beauty Specialists 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

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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Raia Drogasil has a strong lead in health and beauty specialists in value terms

O Boticario maintains its strong lead in beauty specialists

Soneda innovates with A Casa da Beleza, which in addition to retail, has hair salon services, and focuses on sustainability

PROSPECTS AND OPPORTUNITIES

Expansion plans set to continue, which will help drive growth

Despite a return to growth, beauty specialists will struggle to recover to its pre-pandemic level of sales

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