

Beauty and Personal Care in Brazil

Market Direction | 2024-07-23 | 178 pages | Euromonitor

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Report description:

In 2023, Brazil returned to the ranks of the world's 10 largest economies, rising from 11th to ninth place. This renewed dynamism in the global economic landscape was also reflected in the beauty and personal care industry. After a prolonged period in fourth place, Brazil overtook Japan to reclaim third position in the global beauty and personal care rankings in 2023. The double-digit current value growth for beauty and personal care in Brazil in 2023 reflects a more favourable macroeconomic env...

Euromonitor International's Beauty and Personal 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

Why buy this report?

- * Get a detailed picture of the Beauty and Personal 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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Mass personal care categories rebound, surpassing performance of mass beauty categories, while Brazil has a mature market for sustainable products
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Mass segment expected to remain dominant in Brazil despite maturity, with several categories holding significant potential for growth
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PROSPECTS AND OPPORTUNITIES

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Deodorant sprays expected to remain the main format in the market, although deodorant sticks and pumps set to advance at a faster pace

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