

Mass Beauty and Personal Care in Brazil

Market Direction | 2024-07-23 | 29 pages | Euromonitor

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Report description:

Mass beauty and personal care in Brazil saw an improvement in its current value growth rate in 2023, and reduced the performance gap compared with the premium segment, although the latter continued to see higher growth. The macroeconomic scenario played a significant role in this outcome. With a growth rate of 2.9% in 2023, the Gross Domestic Product (GDP) aligned with year-end projections, but once again, the rate exceeded what analysts had anticipated at the beginning of the year. At the start...

Euromonitor International's Mass 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass segment narrows growth gap with premium segment in 2023

Mass personal care categories rebound, surpassing performance of mass beauty categories, while Brazil has a mature market for sustainable products

WhatsApp consolidates as an important tool for online sales of mass products

PROSPECTS AND OPPORTUNITIES

Mass segment expected to remain dominant in Brazil despite maturity, with several categories holding significant potential for growth

Consumers anticipated to blend the use of premium and mass products, seeking higher quality as incomes rise

Omnichannel should continue to be an important driver of growth

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