

Health and Beauty Specialists in Brazil

Market Direction | 2025-02-28 | 40 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Health and beauty specialists maintained growth in current value terms in Brazil in 2024. Pharmacies remained the leader in terms of value sales, and also saw the strongest value growth, as many of the products they carry are seen as essential, and spending on them takes priority when budgets are stretched. Raia Drogasil (Droga Raia, RD Farmacias, and Drogaria Onofre) consolidated its position as the leader in health and beauty specialists in value terms in 2024, thanks to its strength in pharma...

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Health and Beauty Specialists in Brazil
Euromonitor International
February 2025

List Of Contents And Tables

HEALTH AND BEAUTY SPECIALISTS IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Independent perfumeries lead sales in beauty specialists in 2024
Domestic chain of beauty specialists leads sales through franchises
Mundo Verde is the largest chain offering natural and healthy products in Latin America

PROSPECTS AND OPPORTUNITIES

Pharmacies set to maintain its strong growth trend through outlet expansion
Growth in formal employment will have a positive impact on stores that sell beauty and health products
Recent acquisitions will bring new investments

CHANNEL DATA

- Table 1 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 2 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 3 Sales in Health and Beauty Specialists by Channel: Value 2019-2024
- Table 4 Sales in Health and Beauty Specialists by Channel: % Value Growth 2019-2024
- Table 5 Health and Beauty Specialists GBO Company Shares: % Value 2020-2024
- Table 6 Health and Beauty Specialists GBN Brand Shares: % Value 2021-2024
- Table 7 Health and Beauty Specialists LBN Brand Shares: Outlets 2021-2024
- Table 8 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 9 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 10 □Forecast Sales in Health and Beauty Specialists by Channel: Value 2024-2029
- Table 11 □Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2024-2029

RETAIL IN BRAZIL

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Mergers and acquisitions by strong companies impact retailing in 2024
Warehouse clubs increase their revenue
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 Standard Opening Hours by Channel Type 2024
Seasonality
Carnival
Consumer Day
Mother's Day
Father's Day

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

Client Day
Children's Day
Black Friday and Cyber Monday
Christmas
Summer
Back to school

MARKET DATA

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
Table 14 Sales in Retail Offline by Channel: Value 2019-2024
Table 15 Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 16 Retail Offline Outlets by Channel: Units 2019-2024
Table 17 Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 18 Sales in Retail E-Commerce by Product: Value 2019-2024
Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 21 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 22 □Sales in Grocery Retailers by Channel: Value 2019-2024
Table 23 □Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 24 □Grocery Retailers Outlets by Channel: Units 2019-2024
Table 25 □Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 26 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 27 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 28 □Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 29 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 30 □Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 31 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 32 □Retail GBO Company Shares: % Value 2020-2024
Table 33 □Retail GBN Brand Shares: % Value 2021-2024
Table 34 □Retail Offline GBO Company Shares: % Value 2020-2024
Table 35 □Retail Offline GBN Brand Shares: % Value 2021-2024
Table 36 □Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 37 □Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 38 □Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 39 □Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 40 □Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 41 □Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 42 □Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 43 □Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 44 □Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 45 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 46 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 47 □Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 48 □Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 49 □Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 50 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 51 □Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 52 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 53 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 54 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 55 □Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
Table 56 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
Table 57 □Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
Table 58 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 60 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
Table 62 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
Table 64 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Health and Beauty Specialists in Brazil

Market Direction | 2025-02-28 | 40 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-17"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com