

Make-Up in Brazil

Industry Report | 2025-11-13 | 39 pages | MarketLine

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Report description:

Make-Up in Brazil

Summary

Make-Up in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Makeup market includes cosmetic products applied to the face, body, or nails to enhance or improve one's appearance, color, or texture.
- The Brazilian makeup market recorded revenues of \$2,216.0 million in 2024, representing a compound annual growth rate (CAGR) of 0.2% between 2019-24.
- Market consumption volume increased with a CAGR of 0.8% between 2019-24, reaching a total of 278.8 million units in 2024.
- The Brazilian makeup market registered sluggish growth during 2019-24, primarily due to the rising inflation and declining consumer expenditure on nonessential commodities.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the make-up market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the make-up market in Brazil
- Leading company profiles reveal details of key make-up market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil make-up market with five

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year forecasts by both value and volume

Reasons to Buy

- What was the size of the Brazil make-up market by value in 2024?
- What will be the size of the Brazil make-up market in 2029?
- What factors are affecting the strength of competition in the Brazil make-up market?
- How has the market performed over the last five years?
- What are the main segments that make up Brazil's make-up market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Market share

7.2. Who are the leading players in the Brazilian make-up market?

7.3. Which companies have been most successful in increasing their market shares during 2019-24?

7.4. Which companies market shares have suffered over the same period (2019-24)?

7.5. What are the most popular brands in the Brazilian make-up market?

8 Company Profiles

8.1. Natura & Co Holding SA

8.2. Grupo Boticario

8.3. Mary Kay Inc

8.4. Risque'y Cosmetics LLC

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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