

Brazil Beauty - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Brazil Beauty Market Analysis

The Brazilian beauty market is expected to grow from USD 36.97 billion in 2025 to USD 39.63 billion in 2026 and is forecast to reach USD 56.11 billion by 2031 at 7.2% CAGR over 2026-2031. The market's growth is driven by increasing consumer awareness regarding personal grooming, rising disposable incomes, and the growing influence of social media and beauty trends. Brazil, being one of the largest markets for beauty and personal care products in South America, benefits from a diverse consumer base and a strong preference for innovative and high-quality products. Additionally, the demand for natural and organic products is gaining traction, further fueling market expansion. The presence of both global and domestic players intensifies competition, leading to continuous product innovation and strategic marketing initiatives.

Brazil Beauty Market Trends and Insights

Growing demand for anti-aging and sun protection products

The growing demand for anti-aging and sun protection products is a significant driver in the Brazil beauty market. Consumers in Brazil are increasingly prioritizing skincare solutions that address aging concerns and protect against harmful UV rays, driven by heightened awareness of skin health and the effects of prolonged sun exposure. For instance, products containing ingredients like hyaluronic acid, retinol, and antioxidants are gaining traction due to their effectiveness in reducing wrinkles and fine lines. Similarly, sunscreens with high SPF levels and broad-spectrum protection are witnessing increased adoption, especially in regions

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with intense sunlight. The rise of multifunctional products, such as moisturizers with SPF and anti-aging properties, further supports this trend. According to Associacao Brasileira da Industria de Higiene Pessoal, Perfumaria e Cosmeticos, the import value of beauty and personal care products in Brazil reached over USD 170 million, highlighting the growing consumer demand for these products. Additionally, the influence of social media and beauty influencers has amplified consumer interest in premium and innovative skincare solutions, contributing to the growth of this segment within the market.

Growing consumer awareness about personal grooming and hygiene

In Brazil, consumers are placing a heightened emphasis on personal grooming and hygiene, propelling the growth of the beauty and personal care products market. This shift is largely attributed to a growing awareness of self-care and the significance of a polished appearance. For example, as consumers become more attuned to safeguarding their skin from environmental harm, there's been a notable uptick in the demand for skincare items like moisturizers and sunscreens. Likewise, as individuals prioritize hair health, the market for hair care products, such as shampoos and conditioners, is witnessing expansion. The rising popularity of grooming essentials, including razors, trimmers, and deodorants, underscores the heightened focus on personal hygiene among Brazilians. Additionally, the sway of social media and beauty influencers has magnified the spotlight on grooming routines and hygiene, nudging consumers towards investing in premium personal care items. Data from ITC Trade Map reveals a significant surge in Brazil's import value of shaving preparations, jumping from USD 49,846 Thousand in 2022 to USD 87,676 thousand, underscoring the escalating demand. Bolstering this growth is Brazil's rising disposable income, allowing consumers to splurge on upscale beauty and personal care items. Collectively, these dynamics are poised to sustain the market's momentum in the coming years.

Counterfeit and grey market cosmetics undermining brand trust

The prevalence of counterfeit and grey market cosmetics poses a significant restraint on the growth of the Brazil beauty market. Counterfeit products, often sold at lower prices, not only undermine the revenue of legitimate brands but also compromise consumer safety due to the use of unregulated and potentially harmful ingredients. These counterfeit items often mimic the packaging and branding of genuine products, making it difficult for consumers to differentiate between authentic and fake goods. This leads to dissatisfaction among consumers when the counterfeit products fail to meet quality expectations, further damaging the reputation of established brands. Additionally, grey market cosmetics, which are genuine products sold through unauthorized channels, dilute brand exclusivity and disrupt pricing strategies. These unauthorized sales channels often bypass official distribution networks, leading to inconsistencies in product availability and pricing. This not only creates confusion among consumers but also weakens the control that brands have over their supply chain and market positioning. The increasing availability of counterfeit and grey market products, both online and offline, further exacerbates the problem.

Other drivers and restraints analyzed in the detailed report include:

Influence of social media and impact of digital technology on the market
Rising popularity for sustainable and natural ingredients
Complex regulatory framework for organic and vegan certifications

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

In 2025, personal care products dominate the Brazil beauty market with a commanding 90.95% market share and are projected to grow at a robust 7.39% CAGR through 2031, outpacing the broader market. Within this leading segment, hair and skin care products are gaining significant traction, driven largely by Brazil's climate-specific demands. The facial care segment, in particular, is experiencing rapid growth within skin care, as Brazilian consumers increasingly adopt multi-step routines inspired by

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global beauty trends. This shift reflects a growing awareness of advanced skincare practices and a preference for premium products tailored to individual needs.

Bath and shower products in Brazil are evolving beyond their traditional role of basic cleansing. These products now integrate aromatherapy and wellness features, catering to the rising consumer emphasis on self-care and holistic well-being. The incorporation of such features highlights a shift in consumer preferences toward products that offer both functional and experiential benefits. This trend aligns with the broader movement in the market, where consumers seek products that enhance their overall lifestyle while addressing specific personal care needs.

In 2025, mass products hold a dominant 92.10% share of Brazil's beauty market, highlighting the nation's socioeconomic landscape and the sector's ability to offer beauty solutions that appeal to a broad consumer base. Brazil's demographic makeup, where many remain budget-conscious despite growing purchasing power, drives this dominance. The mass market strengthens its position by adapting quickly; brands now incorporate advanced ingredients and technologies, once exclusive to premium products, into their offerings. This shift has created a "masstige" segment, delivering enhanced value without premium pricing.

Brazil's premium beauty market is expected to grow at a CAGR of 7.72% through 2031. This growth is driven by increasing consumer demand for high-quality, innovative, and luxury products. Factors such as rising disposable incomes, urbanization, and a growing preference for premium brands among Brazilian consumers are contributing to this upward trend. Additionally, the segment benefits from advancements in product formulations, packaging, and marketing strategies that appeal to the evolving preferences of the target audience. The premium category's expansion reflects a shift in consumer behavior, emphasizing quality and brand value over cost considerations.

The Brazil Beauty Market Report is Segmented by Product Type (Personal Care Products, Cosmetics/Make-up Products), Category (Premium Products, Mass Products), Ingredient Type (Natural/Organic, Conventional/Synthetic), Distribution Channel (Specialty Stores, Supermarkets/Hypermarkets, Online Retail Stores, Other Channels). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Grupo Boticario Natura & Co Holdings S.A Unilever plc Beiersdorf AG L'Oreal S.A. Estee Lauder Cos. Inc. The Procter & Gamble Co. COSMOBEAUTY Avon Products Inc. Coty Inc. Shiseido Co. Ltd. Mary Kay Inc. Ruby Rose Co Mundial SA Jequití Cosméticos Haskell Cosméticos OX Cosméticos Contem 1g SA Marcelo Beauty L'Occitane International SA

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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