

February 2022

Ingredient Trends in Beauty and Personal Care - Brazil

“The pandemic has made health and safety a priority, leading Brazilian consumers to seek greater transparency and scientific evidence from beauty and personal care products. Classic ingredients are known by most consumers and can represent a strategic differential. However, the lack of knowledge on functional ingredients, which constitute a large ...

December 2021

Beauty Retailing - Brazil

“The pandemic has accelerated the adoption of online shopping; even so, physical retailers continue to be the preference of a significant portion of Brazilians. Pharmacies stand out for offering flexibility in deliveries and interactions, gaining penetration in the online channel. The investment in technological tools, such as artificial intelligence and ...

November 2021

Fragrance - Brazil

“Brazilian consumers have always been known for the assiduous use of scented products. During the pandemic, they have kept consuming fragrant products as an important part of their routine, either as a complementary stage of hygiene or to help them relax. The use of scented products at home has opened ...

October 2021

Skin Protection - Brazil

“Skin protection has gained more relevance during the pandemic, influenced by the greater concern Brazilians have had about their skin appearance, and due to the prioritization of self-care rituals. At a time of resumption of outdoor activities and social interactions, consumers demand solutions that combine practicality and hygiene in protecting ...

Vitamins, Supplements & OTC - Brazil

“The COVID-19 pandemic has led Brazilian consumers to worry more about their health, which has generated a great opportunity for the category of vitamins and supplements. Other issues brought about by the pandemic, such as stress and anxiety, have encouraged the search for OTC medicines that tackle these conditions, as ...

September 2021

Color Cosmetics - Brazil

"The makeup segment has suffered the most the impacts generated by the COVID-19 pandemic, especially due to social restrictions and the worsening of the economic recession in Brazil. On the other hand, the nail products segment has been more resilient, with many brands exploring digital interactions to stay connected with ...

July 2021

Household Care Habits - Brazil

"The household has become the center of consumers' routine during the COVID-19 pandemic, making the household care and cleaning a top priority. Disinfection is now as critical as cleaning, which means the demand for multi-surface disinfectants is on the rise. Consumers have demonstrated a growing interest in practicality, as they ...

June 2021

Haircare - Brazil

"During the COVID-19 pandemic, two movements have driven the haircare category: the search for minimalist routines characterized by the transition to natural and a higher interest in professional treatments that can be done at home. Brazilian consumers demonstrate an interest in innovations that provide sustainability, convenience and personalization. Despite the ...

May 2021

Personal Hygiene Habits - Brazil

"The COVID-19 pandemic has raised the importance of personal hygiene categories. Despite the social isolation, Brazilians have adopted more intense hygiene habits, including in their routines the use of products hitherto considered niches, such as liquid soap, hand sanitizer and wet wipes. Brands find a favorable context to innovate with ...

April 2021

The Beauty Consumer - Brazil

“The pandemic has increased the demand for health benefits, both physical and mental, leading to the ritualization of beauty and personal care routines, and connecting them to the concept of self-care. On the other hand, Brazilians have also adopted a more minimalistic routine, including natural hair styles and simpler skincare ...