

November 2022

Skin Protection - Brazil

“Facial and body skin protection continues to be a priority for Brazilians. As a fundamental part of consumers’ routines, the sun protection segment has space to innovate by offering products that protect against multiple aggressors and feature formulas that consider the sensory experience and skin health.”

– Amanda Caridad ...

September 2022

Deodorants and Body Products - Brazil

“Deodorants and body products are essential items in Brazilian consumers’ routines. In recent years, the search for formulas that offer benefits usually found in facial skincare products has been encouraged largely by consumers’ awareness of skin conditions and desire to take better care of their body skin. At the same ...

August 2022

Color Cosmetics - Brazil

“As the COVID-19 pandemic enters a new phase, marked by the return of social interactions and flexibility in face mask usage, Brazilian consumers seem to be returning to their makeup routines. In the case of the nail polish segment, the search for relaxation and fun can boost more colorful visuals ...

July 2022

Household Care Habits - Brazil

“As the COVID-19 pandemic enters a new phase, in addition to hygiene and disinfection, Brazilian consumers seem to have new priorities, demonstrating interest in innovations based on convenience, sustainability and health safety. Household care brands also have the challenge of addressing issues related to the division of household chores and ...

June 2022

Clean beauty - Brazil

"The clean beauty movement has been conquering Brazilian consumers, as they are more aware of the impact of their consumption on the environment and value brands and products that are consistent with their moral values. In addition to the concepts involving ethics and sustainability, the movement reinforces consumers' search for ...

May 2022

Haircare - Brazil

"Last year was marked by the worsening of Brazil's socioeconomic crisis, which has affected the haircare category performance. In a context of tighter budgets and search for practicality, Brazilian consumers have preferred natural hair and at-home chemical treatments. Among those with curly and coily hair, the celebration of their ancestry ...

April 2022

Personal Hygiene Habits - Brazil

"The past year has been marked by new challenges, such as the water and energy crises, and the aggravation of existing problems, such as menstrual poverty. In a context of socioeconomic difficulties, Brazilians have tried to find ways to save money but have kept assiduous hygiene habits, with a significant ...

March 2022

Young Beauty Consumers - Brazil

"In a context where young consumers have been particularly affected by the worsening of the socio-economic crisis, beauty brands find a consumer who is more conservative in terms of spending but who also seeks solutions that celebrate their individuality and reflect their moral values. The issues of inclusion, representation and ...