

## Haircare - Brazil - April 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The market for shampoos and conditioners as well as hairstyling products will continue to face difficulties to grow because of the current economic recession in Brazil.

Developing products with new ingredients (such as coconut oil) and taking advantage of certain opportunities ('bomb shampoo', for example) are essential to thrive in this challenging market full of competitors."

Juliana Martins, Beauty and Personal Care

### This report looks at the following areas:

- Could haircare products contribute to a healthier life?
- How to encourage consumers to use different haircare products?
- How to attract consumers who prefer professional products?

#### Overview

The Brazilian haircare market grew only 4.6% in 2015, a 7 percentage point drop compared to 2014. The economic recession, the increase of IPI (tax on industrialized products) on some cosmetics (haircare products included) and the rising unemployment rate are all factors damaging retail sales in the sector. The forecast growth will remain moderate in 2016 at 5.3%.

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#### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

#### Definition

### Executive Summary

#### The market

Sales of haircare products continue to grow at a moderate pace

Figure 1: Forecast of retail sales of haircare products\*, by value, Brazil, 2010-20

#### Market share

Unilever leads sales of shampoos and conditioners

Figure 2: Leading companies' retail sales share in the shampoo\* and conditioner\*\* segment, by value, Brazil, 2014-15\*\*\*

Hypermarcas had almost half of the hairstyling market share in 2015

Figure 3: Leading companies' retail sales share in the hairstyling segment\*, by value, Brazil, 2014-15

#### The consumer

Lack of information can be a barrier for haircare products purchase

Figure 4: Hair types of Brazilians, Brazil, February 2016

Shampoos that reduce breakages and frizz can appeal to consumers

Figure 5: Important benefits in shampoos, by type of hair, Brazil, February 2016

Products for curly hair should explore new claims

Figure 6: Haircare routine, Brazil, February 2016

Vitamins and supplements can be good allies for hair appearance

Figure 7: Important factors, Brazil, February 2016

Brazilians are more interested in cleansing conditioners

Figure 8: Innovations, Brazil, February 2016

#### What we think

### Issues and Insights

Could haircare products contribute to a healthier life?

The facts

The implications

How to encourage consumers to use different haircare products?

The facts

The implications

How to attract consumers who prefer professional products?

The facts

The implications

### The Market – What You Need to Know

Retail sales of haircare products grew only 4.6% in 2015

Unemployment rise leads Brazilians to be more cautious with money

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There is no crisis in the market of haircare products for men

## Market Size and Forecast

Economic crisis should continue affecting the haircare market

Figure 9: Retail sales of haircare products, by value, Brazil, 2010-20

Figure 10: Forecast of retail sales of haircare products\*, by value, Brazil, 2010-20

Shampoos and conditioners boost the sector, but also feel the crisis

Figure 11: Retail sales of shampoos\* and conditioners\*\*, by value, Brazil, 2010-20

Figure 12: Forecast of retail sales of shampoos\* and conditioners\*\*, by value, Brazil, 2010-20

Hairstyling products had a retraction in sales in 2015

Figure 13: Retail sales of hairstyling products\*, by value, Brazil, 2010-20

Figure 14: Forecast of retail sales of hairstyling products\*, by value, Brazil, 2010-20

## Market Drivers

Men's vanity contributes to the haircare market growth

IPI rise and economic crisis will still hamper the market in 2016

## Key Players – What You Need to Know

Dove campaign encourages women to assume their hair

Niely launches new line of products for curly hair

TRESemmé creates website dedicated to curly hair

Wella, Monange, and Bozzano are sold to Coty

## Market Share

The market segment of shampoos and conditioners is marked by acquisitions and sales of brands and companies

Figure 15: Leading companies' retail sales share in the shampoos\* and conditioners\*\* segment, by value, Brazil, 2014-2015\*\*\*

Hypermarcas leads the segment of hairstyling products

Figure 16: Leading companies' retail sales share in the hairstyling segment\*, by value, Brazil, 2014-15

## Who's Innovating?

Hair products with UV protection have space to grow in the market

Figure 17: Launches of new haircare products with 'UV protection' claims, by 5 selected countries, 2015

Not only bald people seek hair growth stimulators, those with curly and African hair too

Figure 18: Launches of new haircare products with 'anti-fall' claims, by top five countries and Brazil, 2015

Consumers' desire for haircare products that hydrate and enhance brightness is an opportunity for options based on coconut oil

Figure 19: Launches of new haircare products with 'brightening' and 'hydrating' claims, Brazil, January 2013-December 2015

## The Consumer – What You Need to Know

Different hair types are found from North to South of Brazil

Consumers seek different benefits in haircare products

There are opportunities for products for curly hair

Some Brazilians believe a good hair appearance depends on diet

Brazilians are interested in haircare products with added value

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## Hair Types

Curly and straight are the most cited hair types by Brazilians

Figure 20: Hair types of Brazilians, Brazil, February 2016

Women could be interested in treatment ampoules for curly hair

Figure 21: Hair types of Brazilians, by gender, Brazil, February 2016

Brazilian diversity can be seen between the different regions of Brazil

Figure 21: Hair types of Brazilians, by region, Brazil, February 2016

## Important Benefits

Consumers with curly and wavy hair seek to reduce frizz and split ends

Figure 22: Important benefits in shampoos, by type of hair, Brazil, February 2016

Consumers want conditioners that hydrate and add softness

Figure 23: Important benefits in conditioners, by type of hair, Brazil, February 2016

Shine-enhancing hairstyling products could appeal to men

Figure 24: Important benefits in hairstyling products, by male gender, Brazil, February 2016

Repairing chemical damage is essential for hair treatment products

Figure 25: Important benefits in hair treatment products, Brazil, February 2016

## Haircare Routine

Straight hair has been replaced by natural waves

Figure 26: Haircare routine, Brazil, February 2016

Better information for men could generate loyalty

Figure 27: Haircare routine, by gender, Brazil, February 2016

Young women are looking for products that stimulate hair growth

Figure 28: Haircare routine, by female gender, Brazil, February 2016

## Important Factors

Vitamins and supplements can boost a good hair appearance

Figure 29: Important factors, Brazil, February 2016

Frequency of washing hair is not so important for some consumers

Figure 30: Important factors, by region, Brazil, February 2016

There is a shortage of personalized products for men

Figure 31: Important factors, by gender, Brazil, February 2016

## Innovations

Brazilian consumers are more interested in cleansing conditioners

Figure 32: Innovations, Brazil, February 2016

Bar shampoos with higher added value could appeal to men

Figure 33: Innovations, by gender, Brazil, February 2016

Promotions can lead young women to buy products that work during the night

Figure 34: Innovations, by female gender, Brazil, February 2016

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## Appendix – Market Size and Forecast

Figure 35: Retail sales of haircare products, by value, Brazil, 2010-20

Figure 36: Forecast of retail sales of haircare products, by value, Brazil, 2010-20

Figure 37: Leading companies' retail sales share in the shampoo\* and conditioner\*\* segments, by value, Brazil, 2014-15\*\*\*

Figure 38: Leading companies' retail sales share in the hairstyling segment\*, by value, Brazil, 2014-15

## Appendix – Methodology and Definitions

Fan chart forecast

Abbreviations

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