

Haircare - Shampoo, Conditioner, Treatment and Coloring - Brazil - April 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

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“New trends, such as natural, organic, and vegan products, as well as options for different hair types, such as curly and Afro-textured; new washing techniques, such as no-poo/low-poo; and line extensions, such as post-shampoos, pre-shampoos, and cleansing conditioners have impacted consumption and changed consumer behaviors.”

– **Juliana Martins, Beauty and Personal Care Senior Specialist**

This report looks at the following areas:

- There is a lack of products for the elderly
- Consumption of dry haircare products is still low
- Women with wavy hair also need incentive to adopt natural style

Shampoos and conditioners are considered products of basic hygienic need and are highly consumed in Brazil, even during financial difficulties. However, consumers have favored cheaper options, a behavior that has impacted retail sales performance in terms of value since 2015. On the other hand, the hair colorant market may have benefited from the economic recession. As consumers' purchasing power has declined, brands of hair colorants have invested in the development of products that are easy to use (ie products that can be applied at home by consumers themselves).

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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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Mix of products can boost sales of shampoos and conditioners

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Economic recession hasn't stopped opening of beauty salons

Barber shops become important sales channel

There is a lack of products for the elderly

Technologies present in formulations help ensure hair health

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- Unilever leads sales of shampoos and conditioners
- L'Oréal and Coty account for more than half of hair colorant sales
- Several campaigns are carried out to publicize haircare products
- Brands can invest in products with natural ingredients and dry usage

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There is space for wavy and straight hair products

Hair colorants can invest in products aimed at some niches

Hair growth and volumizing are some benefits sought by consumers

Hair colorants can play with their products on social media

Products designed to be used during sleep and with UV protection have space in the market, as well as hair mask developed for men

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