

Skin Care in Brazil

July 2023

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Skin Care in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Scented body care continues to be a trend, but facial care sees growing demand amongst Brazilians
Embracing beauty from within: The blurring boundaries of beauty and health in Brazil, led by ingredients
E-commerce expansion and customer centricity

PROSPECTS AND OPPORTUNITIES

Facial care set to accelerate its growth and narrow the gap with body care in the forecast period
The pursuit of aesthetic procedures and the use of skin care products have become complementary
Pharmacies differentiate the positioning of brands in physical spaces, and apparel and footwear specialists may emerge as a new relevant channel

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DISCLAIMER

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