

Hair Care in Brazil

July 2023

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Hair Care in Brazil - Category analysis

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2022 DEVELOPMENTS

Intra-category polarisation: Saving on shampoos to invest more in hair treatments

Scalp care gains prominence after COVID-19, with skinification a growth driver

E-commerce and pharmacies gain prominence at the expense of grocery retailers

PROSPECTS AND OPPORTUNITIES

The search for naturalness in beauty to drive the market for curly hair products

Multifunctionality was aimed at women, but it may also hit the male market

A multichannel presence set to gain strength due to increased competition and the rise of D2C

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