

Baby and Child-Specific Products in Brazil

July 2024

Table of Contents

Baby and Child-Specific Products in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Baby and child-specific sun care gains momentum in 2023

The importance of hair care in Brazil is reflected in the launch of baby and child-specific hair care products

Pharmacy shelves reflect the rise of premium brands, while direct selling giant Grupo Boticário makes strides in baby and child-specific products

PROSPECTS AND OPPORTUNITIES

Postponed motherhood paves the way for discerning shoppers poised to reshape the brand preference landscape

Children's interest in skin care products causes concern

Nostalgia and immersive in-store experiences should stimulate a return to shopping in bricks-and-mortar spaces

CATEGORY DATA

Table 1 - Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 6 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 7 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 8 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 9 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 10 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 11 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Beauty and Personal Care in Brazil - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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