

Colour Cosmetics in Brazil

July 2023

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Colour Cosmetics in Brazil - Category analysis

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2022 DEVELOPMENTS

Sales of colour cosmetics once again on the rise due to the return of socialisation, driven by budget-friendly options

Search for cost-effectiveness breaks the barrier between categories and enhances the synergy of colour cosmetics with skin care and sun care

Direct selling loses momentum in the face of new sales formats

PROSPECTS AND OPPORTUNITIES

The forecast period indicates a promising future for colour cosmetics, primarily driven by a focus on skin health and convenience

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