

Mass Beauty and Personal Care in Brazil

July 2024

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Mass Beauty and Personal Care in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass segment narrows growth gap with premium segment in 2023

Mass personal care categories rebound, surpassing performance of mass beauty categories, while Brazil has a mature market for sustainable products

WhatsApp consolidates as an important tool for online sales of mass products

PROSPECTS AND OPPORTUNITIES

Mass segment expected to remain dominant in Brazil despite maturity, with several categories holding significant potential for growth

Consumers anticipated to blend the use of premium and mass products, seeking higher quality as incomes rise

Omnichannel should continue to be an important driver of growth

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DISCLAIMER

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