



Health and Beauty Specialists in Brazil

March 2024

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Health and Beauty Specialists in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Raia Drogasil has a strong lead in health and beauty specialists in value terms

O Boticário maintains its strong lead in beauty specialists

Soneda innovates with A Casa da Beleza, which in addition to retail, has hair salon services, and focuses on sustainability

PROSPECTS AND OPPORTUNITIES

Expansion plans set to continue, which will help drive growth

Despite a return to growth, beauty specialists will struggle to recover to its pre-pandemic level of sales

The chained stores of large retailers will take share from independent retailers in health and beauty specialists

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Significant moves by major competitors in grocery retailers

While some retailers are struggling, others are booming

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Tax reform

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Carnival

Consumer Day

Mother's Day

Father's Day

Semana do Brasil (Brazil week)

Client Day

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Black Friday and Cyber Monday

Christmas

Summer

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DISCLAIMER

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