

Skin Care in Brazil

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Lip care and basic moisturisers thrive, but skin care lags in beauty and personal care; competition with sun protection is still a barrier to growth in facial care

Beyond scent, skin healthcare is establishing itself as an avenue for growth in body care

Giftable items drive growth for direct selling and beauty specialists, while pharmacies and retail e-commerce lead in facial self-care

PROSPECTS AND OPPORTUNITIES

Trade-off between performance and values highlights contradictions in consumption

Extreme weather events related to climate change set to increase arbovirus cases, leading to higher repellent use and potential skin irritation

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DISCLAIMER

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