

Men's Grooming in Brazil

July 2024

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Men's Grooming in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brazilian men are becoming more active shoppers in a category still dominated by fragrances

Hygiene categories benefit from activities outside the home post COVID-19, and sport remains a key medium for connecting with consumers

Retail e-commerce stabilises at a much higher level of sales than pre-pandemic, but direct selling is the highlight of 2023

PROSPECTS AND OPPORTUNITIES

Efficiently meeting specific needs boosts demand for beauty products, and the weather set to drive interest in hygiene products

The Brazilian market has not yet explored holistic health and wellness as an effective strategy to attract men

International travel likely to continue to be an obstacle to growth in premium men's grooming, while in the mass segment competition for wallet share will continue

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DISCLAIMER

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