

# Mass Beauty and Personal Care in Brazil

July 2023

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## Mass Beauty and Personal Care in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Facial skin care and adult sun care boost mass beauty and personal care, but fragrances maintains its leading role

Trading down in hygiene to sustain consumption in beauty, and trading across in gifts

Grocery retailers faces challenges from inflationary pressure, driving the rise of new distribution channels

#### PROSPECTS AND OPPORTUNITIES

Slight upturn in macroeconomic indicators, increase in welfare benefits, and sustainability suggest a positive forecast

Influencers will increasingly shape brands and products, considering importance of social media

Masstige and D2C emerge as favourable trends for forecast growth

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