

# Premium Beauty and Personal Care in Brazil

July 2023

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

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Increased demand for aesthetic procedures drives growth in premium skin care and adult sun care, but fragrances remains the highlight

With the return of busy routines outside the home, availability of miniatures grows

The desire for exclusivity in premium consumption drives personalisation and adaptation of the in-store experience

#### PROSPECTS AND OPPORTUNITIES

Favourable winds dictate new directions for the economy, but international travel could once again be a threat

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Hybrid sales formats could boost premium and professional hair care

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