



Innovation: Beauty, Health and Home in Brazil

November 2023

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INNOVATION IN BEAUTY, HEALTH AND HOME

Approximately 73% of detected launches appear for the first time in Brazil globally

Beauty and personal care accounts for approximately 58% of detected launches

New launches Brazil 2022: Beauty and Personal Care and Consumer Health

New launches Brazil 2022: Home Care and Tissue and Hygiene

Beauty and personal care and consumer health lead detected launches in Brazil in 2022

Orgânica launches shampoo bar to meet demand for planet-friendly products

Orgânica shampoo bar picked up by additional Brazilian retailers since 2022 launch

Beauty and personal care leads in subbrand country launches

Nutraway launches men's hair growth vitamin as Brazilians return to out-of-home activities

Nutraway Hair Nourish Man detected on online shelves of leading Brazilian retailers

Retail pharmacy chain Droga Raia leads in retailer launches

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Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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