



Premium Beauty and Personal Care in Brazil

July 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium segment sees double-digit growth, but slows compared with previous years; “dupes” limit growth in fragrances, while the heat boosts sun protection

Colour cosmetics regains momentum, while skin care continues to hold its place as a promising category in Brazil

Key drivers of growth in retail e-commerce in the premium segment in Brazil are free shipping, expanded consumer base, and easy repurchasing

PROSPECTS AND OPPORTUNITIES

Growth of premium beauty and personal care potentially influenced by climate change and macroeconomic indicators

Proven efficacy and benefits are poised to become pivotal factors driving the future success of premium beauty and personal care in Brazil

Rising retail channels: The growing role of pharmacies and shopping centres in premium skin care in Brazil

CATEGORY DATA

Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Brazil - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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