



Euromonitor
International

Health and Beauty Specialists in Brazil

March 2024

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Health and Beauty Specialists in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Raia Drogasil has a strong lead in health and beauty specialists in value terms

O Boticário maintains its strong lead in beauty specialists

Soneda innovates with A Casa da Beleza, which in addition to retail, has hair salon services, and focuses on sustainability

PROSPECTS AND OPPORTUNITIES

Expansion plans set to continue, which will help drive growth

Despite a return to growth, beauty specialists will struggle to recover to its pre-pandemic level of sales

The chained stores of large retailers will take share from independent retailers in health and beauty specialists

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What next for retail?

OPERATING ENVIRONMENT

Informal retail

Tax reform

Opening hours for physical retail

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Seasonality

Carnival

Consumer Day

Mother's Day

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Semana do Brasil (Brazil week)

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Summer

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DISCLAIMER

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