

Men's Grooming in Brazil

July 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite the challenges of inflation, men's fragrances continues to be a driving force

The maturity of men's fragrances and men's shaving leads to new developments in other categories

Barber shops have maintained relevance since their boom in the early 2010s

PROSPECTS AND OPPORTUNITIES

Men's fragrances still expected to post the fastest value growth over the coming years

The extensive network of barber shops set to support more sophisticated consumption

Younger generations are more connected to global novelties, accelerating the impact of innovations

CATEGORY DATA

Table 1 - Sales of Men's Grooming by Category: Value 2017-2022

Table 2 - Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 3 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 4 - Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 5 - NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 6 - LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 7 - LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 8 - Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 9 - Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

Beauty and Personal Care in Brazil - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mens-grooming-in-brazil/report.