

# Skin Care in Brazil

July 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Scented body care continues to be a trend, but facial care sees growing demand amongst Brazilians  
Embracing beauty from within: The blurring boundaries of beauty and health in Brazil, led by ingredients  
E-commerce expansion and customer centricity

### PROSPECTS AND OPPORTUNITIES

Facial care set to accelerate its growth and narrow the gap with body care in the forecast period  
The pursuit of aesthetic procedures and the use of skin care products have become complementary  
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