Beauty and Personal Care in Brazil

July 2023

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PROSPECTS AND OPPORTUNITIES

Men’s fragrances still expected to post the fastest value growth over the coming years
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Younger generations are more connected to global novelties, accelerating the impact of innovations
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**Oral Care in Brazil**

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Segmentation to meet specific needs across different ages and consumer habits
Health and beauty specialists is a growth channel in 2022

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Consumers’ emphasis on preventative health and cost savings drives a positive outlook for oral care
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