

# Hair Care in Brazil

July 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Intra-category polarisation: Saving on shampoos to invest more in hair treatments

Scalp care gains prominence after COVID-19, with skinification a growth driver

E-commerce and pharmacies gain prominence at the expense of grocery retailers

#### PROSPECTS AND OPPORTUNITIES

The search for naturalness in beauty to drive the market for curly hair products

Multifunctionality was aimed at women, but it may also hit the male market

A multichannel presence set to gain strength due to increased competition and the rise of D2C

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