Colour Cosmetics in Brazil

July 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS
Sales of colour cosmetics once again on the rise due to the return of socialisation, driven by budget-friendly options
Search for cost-effectiveness breaks the barrier between categories and enhances the synergy of colour cosmetics with skin care and sun care
Direct selling loses momentum in the face of new sales formats

PROSPECTS AND OPPORTUNITIES
The forecast period indicates a promising future for colour cosmetics, primarily driven by a focus on skin health and convenience
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DISCLAIMER

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