

# Premium Beauty and Personal Care in Brazil

July 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Increased demand for aesthetic procedures drives growth in premium skin care and adult sun care, but fragrances remains the highlight

With the return of busy routines outside the home, availability of miniatures grows

The desire for exclusivity in premium consumption drives personalisation and adaptation of the in-store experience

#### PROSPECTS AND OPPORTUNITIES

Favourable winds dictate new directions for the economy, but international travel could once again be a threat

Wellbeing and recognised ingredients to dictate the tone of consumer demand

Hybrid sales formats could boost premium and professional hair care

#### CATEGORY DATA

Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 6 - Forecast Sales of Premium Beauty and Personal Care 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 7 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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### SOURCES

Summary 1 - Research Sources

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