



Super Premium Beauty and Personal Care in Brazil

February 2022

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Super Premium Beauty and Personal Care in Brazil - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

2021 sees recovery of sales growth leveraged by luxury fragrances and gifts
Physical stores suffer with COVID-19 but remain essential in the strategies of luxury brands
New e-commerce platforms expected to leverage the shift in distribution

PROSPECTS AND OPPORTUNITIES

Innovation connected to sustainability, diversity and inclusion
Changes expected to increase the appeal for different generations simultaneously
More sophisticated digital and hybrid strategies on the horizon

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DISCLAIMER

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