



Euromonitor  
International

# Beauty and Personal Care in Brazil

May 2026

Table of Contents

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Selective Consumption Sustains Growth Amid Economic Caution and Digital Transformation

Arabic Fragrances Redefining Consumer Routines in Dynamic Fragrances Category

Chart 2 - Arabic Fragrances Reshape the Brazilian Market

Lifestyle-Driven Beauty Propels Category Evolution with Digital and Ritual Innovations

Chart 3 - TikTok Shop Accelerates Beauty Sales Via Live and Social Commerce

Chart 4 - Analyst Insight for Beauty and Personal Care

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

## WHAT'S NEXT?

Manufacturers Adapt to Tax Reform and Emerging Consumer Segments to Sustain Growth

Mass Segment Will Polarise around Clear Propositions

Social Commerce and Creator Economy to Reshape Retail and Brand Strategies

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Evolving Consumer Preferences

Chart 10 - Principia Democratises Science-Led Skin Care

Mergers and Acquisitions and Innovation Accelerate Market Evolution, Creating Strategic Growth Avenues

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

## CHANNELS

Offline Retail Dominance Challenged by Rapid E-Commerce Growth in Brazil

Social Commerce and Shoppertainment Reshape Retail Dynamics with Immersive Experiences

Retail E-Commerce Accelerates Growth by Combining Convenience and Content-Driven Discovery

Chart 13 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 14 - Economic Context for Beauty and Personal Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 17 - Consumer Context for Beauty and Personal Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

### KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Baby and Child-Specific Products

### INDUSTRY PERFORMANCE

Premiumisation and Health Focus Drive Strong Value Growth Despite Economic Slowdown

Premiumisation Seen in Natura's New Curly Hair Care Line

Chart 22 - Analyst Insight for Baby and Child-Specific Products

Chart 23 - Natura's New Hair Care Line for Babies with Curly Hair

Brands Harness Health-Conscious Parenting through Transparency and Lifestyle Events

Chart 24 - Johnson's Baby Introduces Updated Products and Packaging

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

### WHAT'S NEXT?

Private Label Products to Challenge Traditional Brands as Economic Pressures Persist

Most Categories, Including Sun Care, to Record 6%?Cagr over 2025-2030

Transparency and Inclusive Messaging to Shape Purchasing and Brand Loyalty

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain the Top Positions

Strategic Acquisitions and Inclusive Innovation Present Growth Avenues for Brands

Granado Promoting Early Adoption of Active Lifestyles among Children

Chart 30 - Granado Promotes Early Active Lifestyle Adoption

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

### CHANNELS

Pharmacies and Direct Selling Lead Amid Growing Omnichannel Competition

Social Commerce and Supermarket Portfolio Expansions Shape Retail Evolution

Retail E-Commerce Accelerates Growth with Rising Consumer Adoption

Chart 33 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 34 - Economic Context for Baby and Child-Specific Products

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 37 - Consumer Context for Baby and Child-Specific Products

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Bath and Shower Summary

### KEY INDUSTRY TRENDS

Chart 41 - Key Industry Trends for Bath and Shower

### INDUSTRY PERFORMANCE

Economic Headwinds Temper Growth, Although Hygiene Products Maintain Their Momentum

Bar Soap Dominates, but Intimate Hygiene Most Dynamic, Boosted by Innovation

Chart 42 - Ypê Revamps its Banho a Banho Line

Casa Francis and B.Urb Leverage Sensory and Inclusivity Trends to Deepen Consumer Engagement

Chart 43 - Casa Francis Unveils a Multisensory Flagship Store

Chart 44 - Value Sales 2020-2030

Chart 45 - Volume Sales 2020-2030

Chart 46 - Value Sales by Category 2025

### WHAT'S NEXT?

Premiumisation and Sensorial Experiences to Drive Value Growth among Brazilian Consumers

Bar Soap Will Remain the Biggest Category, Intimate Hygiene the Most Dynamic

Rising Temperatures and Wellness Trends to Reshape Bathing Habits and Product Preferences

Chart 47 - Forecast Value Sales 2020-2030

Chart 48 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Natura and Unilever Leverage Distinct Channels to Maintain Their Leading Positions

Innovative Product Launches and Gifting Strategies Drive Growth Opportunities

Natura, Unilever and B.Urb Harness Inclusivity and Gifting for Market Growth

Chart 49 - B.URB Launches Men's Intimate Wash Featuring Aroeira

Chart 50 - Company Shares 2025

Chart 51 - Brand Shares 2025

### CHANNELS

Supermarkets and Direct Sales Lead Amid Evolving Distribution Dynamics

Social Commerce Innovations and Influencer Collaborations Reshape Retail Approaches

Chart 52 - Analyst Insight for Bath and Shower

Retail E-Commerce Gains Traction through Social Commerce and Marketplace Growth

Chart 53 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 54 - Economic Context for Bath and Shower

Chart 55 - Real Gdp Growth 2020-2030

Chart 56 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 57 - Consumer Context for Bath and Shower

Chart 58 - Population 2020-2030

Chart 59 - Consumer Expenditure 2020-2030

Chart 60 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Colour Cosmetics Summary

### KEY INDUSTRY TRENDS

Chart 61 - Key Industry Trends for Colour Cosmetics

### INDUSTRY PERFORMANCE

Slowing Growth Reflects Economic Pressures and Evolving Consumer Priorities

Adidas X Boca Rosa Fusion Captures Identity Expression in Product Innovation

Chart 62 - adidas x Boca Rosa Carnaval Collection Fuses Fashion and Beauty

Natura'S Tech-Enhanced Store and Boticário'S Retinol Innovation Signal Category Evolution

Chart 63 - Natura's Tech-Enhanced Store

Chart 64 - Analyst Insight for Colour Cosmetics

Chart 65 - Triple Retinol Innovation

Chart 66 - Value Sales 2020-2030

Chart 67 - Volume Sales 2020-2030

Chart 68 - Value Sales by Category 2025

### WHAT'S NEXT?

Consumers and Brands to Drive Steady Growth and Evolving Category Dynamics

Bold Expression and Local Identity Will Reshape Consumer Preferences and Product Innovation

Brands Adapt Innovation and Channels to Capture Evolving Consumer Engagement

Chart 69 - Forecast Value Sales 2020-2030

Chart 70 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Navigate Intensifying Competition with Strategic Brand Positioning

Innovative Launches and Digital Strategies Drive Fresh Growth Avenues for Players

Chart 71 - Company Shares 2025

Chart 72 - Brand Shares 2025

### CHANNELS

Direct Selling Leads as E-Commerce Accelerates Growth

Tiktok Shop'S Influencer-Led Beauty Brands Drive Retail Innovation and Engagement

Retail E-Commerce Surges as Key Growth Driver Amid Evolving Consumer Shopping Preferences

Chart 73 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 74 - Economic Context for Colour Cosmetics

Chart 75 - Real Gdp Growth 2020-2030

Chart 76 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 77 - Consumer Context for Colour Cosmetics

Chart 78 - Population 2020-2030

Chart 79 - Consumer Expenditure 2020-2030

Chart 80 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## Deodorants in Brazil

### KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Deodorants Summary

### KEY INDUSTRY TRENDS

Chart 81 - Key Industry Trends for Deodorants

### INDUSTRY PERFORMANCE

Modest Retail Value Growth Amid Evolving Consumer Preferences

Rexona and Dove Expand Usage with Whole-Body Deodorants Boosting Roll-Ons and Creams

Chart 82 - Unilever Launches Whole-Body Deodorants in Brazil

Unilever and Alva Drive Multifunctionality and Sustainability with Innovative Launches

Chart 83 - Giovanna Baby'S Brown Line

Chart 84 - Value Sales 2020-2030

Chart 85 - Volume Sales 2020-2030

Chart 86 - Value Sales by Category 2025

### WHAT'S NEXT?

Brands Innovate to Combine Skin Care Benefits with Deodorant Performance

Deodorant Sprays Will Remain the Largest Category, but Sticks and Creams Will Be Most Dynamic

Multifunctionality and Transparency to Drive Business Innovation and Differentiation

Chart 87 - Analyst Insight for Deodorants

Chart 88 - Forecast Value Sales 2020-2030

Chart 89 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate through Innovation and Brand Repositioning

Media-Driven Launches and Multifunctional Innovations Reshape Growth Opportunities

Chart 90 - Alva'S Refillable Deodorants

Chart 91 - Company Shares 2025

Chart 92 - Brand Shares 2025

### CHANNELS

E-Commerce Growth Reshapes Brazilian Retail Landscape While Pharmacies Sustain Speciality Appeal

Specialised Channels and Media-Driven Brands Elevate Consumer Engagement and Market Reach

Retail E-Commerce Expands Rapidly Driven by Convenience and Wide Product Range

Chart 93 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 94 - Economic Context for Deodorants

Chart 95 - Real Gdp Growth 2020-2030

Chart 96 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 97 - Consumer Context for Deodorants

Chart 98 - Population 2020-2030

Chart 99 - Consumer Expenditure 2020-2030

Chart 100 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## Depilatories in Brazil

### KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Depilatories Summary

### KEY INDUSTRY TRENDS

Chart 101 - Key Industry Trends for Depilatories

### INDUSTRY PERFORMANCE

Premiumisation and Innovation Drive Value Growth Amid Cautious Spending

Hair Removers and Razors Capitalise on Comfort and Value for Growth

Chart 102 - Gillette's Pre Shave Cream Merges Depilation and Skin Care

Depil Bella's Lavender Wax Exemplifies Sensorial Innovation

Chart 103 - Depil Bella's Cera Confete Lavanda

Chart 104 - Value Sales 2020-2030

Chart 105 - Volume Sales 2020-2030

Chart 106 - Value Sales by Category 2025

### WHAT'S NEXT?

Selective Value Growth Will Be Driven by Innovation and Changing Consumer Priorities

Hair Removers Face Volume Pressure While Women's Razors Expand Rapidly

Consumer Wellness Trends and Digital Commerce to Reshape Growth Opportunities

Chart 107 - Forecast Value Sales 2020-2030

Chart 108 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Their Dominance with Stable Market Shares

Innovation and Consumer Focus on Comfort Offer Growth Avenues

Chart 109 - Company Shares 2025

Chart 110 - Brand Shares 2025

### CHANNELS

Pharmacies Lead Retail Sales as Omnichannel Strength Drives Growth

Rising E-Commerce Share Reshapes Depilatories Shopping Behaviour

Innovation and Sensory Wellness Shape Retail Trends and Brand Success

Chart 111 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 112 - Economic Context for Depilatories

Chart 113 - Real Gdp Growth 2020-2030

Chart 114 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 115 - Consumer Context for Depilatories

Chart 116 - Population 2020-2030

Chart 117 - Consumer Expenditure 2020-2030

Chart 118 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## Fragrances in Brazil

### KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Fragrances Summary

## KEY INDUSTRY TRENDS

Chart 119 - Key Industry Trends for Fragrances

## INDUSTRY PERFORMANCE

Brazilian Consumers Intensify Fragrance Usage Amid Growing Economic Resilience

Mass Fragrances Dominate Sales as Premium Fragrances Gain Rapid Traction

Chart 120 - Brazil'S Beauty Leaders Embrace Arabic Olfactory Power

Major Brands Leverage Arabic Olfactory Trends and Neuroscience to Deepen Consumer Engagement

Chart 121 - Science-Validated Malbec Pure Gold Launch

Chart 122 - Value Sales 2020-2030

Chart 123 - Volume Sales 2020-2030

Chart 124 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumer Preferences to Shift Towards Functional and Accessible Fragrances

Mass Fragrances Will Maintain Dominance While Premium Fragrances Accelerate Growth

Digital Innovation and Geopolitical Factors to Reshape Supply and Demand Dynamics

Chart 125 - Forecast Value Sales 2020-2030

Chart 126 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Consolidate Control through Portfolio Strength and Innovation

Strategic Acquisitions and Niche Innovation Expand Market Opportunities

Chart 127 - Granado'S Yes, Nós Temos Banana! Celebrates Brazilian Identity

Chart 128 - Company Shares 2025

Chart 129 - Brand Shares 2025

## CHANNELS

Direct Selling Leads as Digital Tools and Social Commerce Reshape Distribution

Brands Harness Live Commerce and Digital Innovation to Enhance Consumer Engagement

Chart 130 - Analyst Insight for Fragrances

Retail E-Commerce Gains Momentum with Discovery Commerce and Impulse Buying

Chart 131 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 132 - Economic Context for Fragrances

Chart 133 - Real Gdp Growth 2020-2030

Chart 134 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 135 - Consumer Context for Fragrances

Chart 136 - Population 2020-2030

Chart 137 - Consumer Expenditure 2020-2030

Chart 138 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Hair Care in Brazil](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS



## KEY INDUSTRY TRENDS

Chart 139 - Key Industry Trends for Hair Care

## INDUSTRY PERFORMANCE

Strong Growth Driven by Scalp Health Focus and Diverse Hair Needs

Chart 140 - Analyst Insight for Hair Care

Premium Treatment Demand Drives Salon Professional Hair Care Growth

Chart 141 - Natura'S Lumina Antissinais

Digital Partnerships and Environmental Defence Shape Innovative Launches

Chart 142 - Bio Extratus +Proteção

Chart 143 - Value Sales 2020-2030

Chart 144 - Volume Sales 2020-2030

Chart 145 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers Embracing Scalp Wellness and Styling Versatility Will Fuel Growth

Salon Professional Hair Care Will Continue Seeing Above-Average Growth

Scientific Innovation and Home Therapies Will Reshape Consumer Engagement and Channels

Chart 146 - Forecast Value Sales 2020-2030

Chart 147 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Dominance Amid Shifting Share Dynamics

Strategic Mergers and Innovative Launches Drive Competitive Momentum and Opportunities

Chart 148 - Shein and Salon Line Launch Praliné Glow

Chart 149 - Company Shares 2025

Chart 150 - Brand Shares 2025

## CHANNELS

E-Commerce and Beauty Specialists Reshape Retail Leadership and Growth

Regional Retail Merger Boosts Professional Hair Care Reach Nationwide

Retail E-Commerce Accelerates Growth with Social Commerce and Digital Innovation

Chart 151 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 152 - Economic Context for Hair Care

Chart 153 - Real Gdp Growth 2020-2030

Chart 154 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 155 - Consumer Context for Hair Care

Chart 156 - Population 2020-2030

Chart 157 - Consumer Expenditure 2020-2030

Chart 158 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Brazil](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

## KEY INDUSTRY TRENDS

Chart 159 - Key Industry Trends for Men's Grooming

## INDUSTRY PERFORMANCE

Intentional Consumption Drives Steady Growth Amid Inflationary Pressures

Men'S Fragrances Lead Sales in What Is the World's Number Two Men's Grooming Market

Natura Leverages Experiential Barbershops to Broaden Inclusive Grooming Appeal

Chart 160 - Natura Homem Expands Men'S Grooming through Experiential Barbershops

Chart 161 - Value Sales 2020-2030

Chart 162 - Volume Sales 2020-2030

Chart 163 - Value Sales by Category 2025

## WHAT'S NEXT?

Brazilian Men Adopting Science-Led, Performance-Driven Grooming Will Drive Steady Growth

Men'S Fragrances to See Fastest Growth through Inclusivity and Experiential Retail

Men'S Toiletries Benefits From Practical, Science-Backed Formulations

Chart 164 - Super Combines Long-Lasting Protection with Skin-Safe, Mass-Market Appeal

Chart 165 - Forecast Value Sales 2020-2030

Chart 166 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Boticário and Natura Strengthen Leadership through Fragrance Innovation

Arabic Fragrances and Premium Launches Drive Niche Growth and Opportunity

Mk Men Offers Science-Backed Skin Care

Chart 167 - Mk Men: Combining Science, Simplicity and Modern Masculinity

Chart 168 - Company Shares 2025

Chart 169 - Brand Shares 2025

## CHANNELS

Direct Selling Leads with Consultative Reach as E-Commerce Gains Traction

Chart 170 - Analyst Insight for Men's Grooming

Bath & Body Works and Rd Saúde Pioneer Premium Experiential Retail Formats

E-Commerce Reshapes Purchasing with Convenience and Targeted Product Focus

Chart 171 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 172 - Economic Context for Men's Grooming

Chart 173 - Real Gdp Growth 2020-2030

Chart 174 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 175 - Consumer Context for Men's Grooming

Chart 176 - Population 2020-2030

Chart 177 - Consumer Expenditure 2020-2030

Chart 178 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Oral Care in Brazil](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

## KEY INDUSTRY TRENDS

Chart 179 - Key Industry Trends for Oral Care

## INDUSTRY PERFORMANCE

Oral Care Growth Driven by Prevention, Affordability and Science-Backed Efficacy

Toothpaste Leads Sales as a Daily Essential Oral Care Staple

Brands Leverage Fandom and Playful Innovation to Engage Consumers and Boost Loyalty

Chart 180 - Fandom Transforms Oral Care into Collectible Self-Care

Chart 181 - Value Sales 2020-2030

Chart 182 - Volume Sales 2020-2030

Chart 183 - Value Sales by Category 2025

## WHAT'S NEXT?

Ageing Population and Pragmatic Consumers to Drive Steady Category Growth

Toothpaste Leads Value Growth While Dental Floss Adoption Accelerates

Social Media and Ageing Shape Product Innovation and Marketing Strategies

Chart 184 - Analyst Insight for Oral Care

Chart 185 - Forecast Value Sales 2020-2030

Chart 186 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Consolidate Their Positions through Scale and Innovation

Strategic Acquisitions and Innovation Create Growth Avenues for Emerging Players

Chart 187 - Listerine Drives Daily Oral Care with Fruity, Family Size Innovation

Brands Leverage Sensory Innovation to Boost Engagement

Chart 188 - Carmed Launches "Playful" Oral Care Flavours

Chart 189 - Company Shares 2025

Chart 190 - Brand Shares 2025

## CHANNELS

Warehouse Clubs Lead as Supermarkets and E-Commerce Reshape Oral Care Retail

Consumer Convenience and Channel Innovation Drive Oral Care Retail Evolution

E-Commerce Accelerates Oral Care Access with Focus on Frequent Replenishment Products

Chart 191 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 192 - Economic Context for Oral Care

Chart 193 - Real Gdp Growth 2020-2030

Chart 194 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 195 - Consumer Context for Oral Care

Chart 196 - Population 2020-2030

Chart 197 - Consumer Expenditure 2020-2030

Chart 198 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Skin Care in Brazil](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

## KEY INDUSTRY TRENDS

Chart 199 - Key Industry Trends for Skin Care

## INDUSTRY PERFORMANCE

Steady Growth in Retail Sales Value Amid Evolving Consumer Preferences

Body Care Remains the Leading Category, Driven by Cultural Emphasis on Hygiene and Fragrance

Natura's Biotech Partnership Exemplifies Innovation in Cellular Repair Dermocosmetics

Chart 200 - Natura Invests in Biotech Cellular Repair

Chart 201 - The Ordinary Enters the Brazilian Market

Chart 202 - Value Sales 2020-2030

Chart 203 - Volume Sales 2020-2030

Chart 204 - Value Sales by Category 2025

## WHAT'S NEXT?

Accessible Dermocosmetics and Ai Diagnostics to Drive Inclusive Growth

Body Care Will Maintain Its Leadership, While Facial Care Will Lead Value Growth

Chart 205 - Analyst Insight for Skin Care

Neurocosmetics and Digital Innovation Reshape Product Strategies and Channels

Chart 206 - Forecast Value Sales 2020-2030

Chart 207 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Leverage Digital Engagement to Sustain and Grow Shares

Digital-Native Brands and Personalised Products Drive Innovation and Growth Opportunities

Natura and Korean Brands Drive Scientific Skin Care Innovation and Accessibility

Chart 208 - Vt Reedle Shot Boosters

Chart 209 - Company Shares 2025

Chart 210 - Brand Shares 2025

## CHANNELS

E-Commerce Growth Reshapes Brazilian Retail Leadership in Skin Care

Digital Platforms and Performance Formulas Drive Retail Channel Transformation

Emerging Brands Leverage Digital Engagement and Personalisation to Capture Growth

Chart 211 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 212 - Economic Context for Skin Care

Chart 213 - Real Gdp Growth 2020-2030

Chart 214 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 215 - Consumer Context for Skin Care

Chart 216 - Population 2020-2030

Chart 217 - Consumer Expenditure 2020-2030

Chart 218 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Sun Care in Brazil](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

## KEY INDUSTRY TRENDS

Chart 219 - Key Industry Trends for Sun Care

## INDUSTRY PERFORMANCE

Steady Value Growth Driven by Multifunctional Sun Protection Products

Adult Sun Care Dominates Sales with High Consumer Adoption and Innovation

Brands Leverage Multifunctional, Inclusive Products to Expand Sun Protection Use

Chart 220 - Biphasic Sunscreen: High Protection with Ultra-Dry Performance

Chart 221 - Value Sales 2020-2030

Chart 222 - Volume Sales 2020-2030

Chart 223 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers to Embrace Sun Protection as a Daily Health Habit

Adult Sun Care Will Continue to Lead with Broad Adoption and Stable Growth Trajectory

Brands Will Innovate with Multifunctional Solutions to Capture Evolving Consumer Needs

Chart 224 - L'oréal's Tinted Sunscreen Expands Shade Range to Serve Darker Skin Tones

Chart 225 - Forecast Value Sales 2020-2030

Chart 226 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions through Innovation and Channel Expansion

Strategic Acquisitions and Product Innovations Reshape Competitive Dynamics

Chart 227 - Analyst Insight for Sun Care

Chart 228 - Sallve'S Oil-Control Stick Sunscreen

Chart 229 - Company Shares 2025

Chart 230 - Brand Shares 2025

## CHANNELS

Pharmacies Lose Ground as E-Commerce Surges with Social Media Influence

Digital Innovation Fuels E-Commerce Growth with Multifunctional Products and Community

Chart 231 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 232 - Economic Context for Sun Care

Chart 233 - Real Gdp Growth 2020-2030

Chart 234 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 235 - Consumer Context for Sun Care

Chart 236 - Population 2020-2030

Chart 237 - Consumer Expenditure 2020-2030

Chart 238 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

Premium Beauty and Personal Care in Brazil

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

## KEY INDUSTRY TRENDS

Chart 239 - Key Industry Trends for Premium Beauty and Personal Care

## INDUSTRY PERFORMANCE

Growth Driven by Strategic Pricing and Functional Differentiation in Hair Care and Fragrances

Premium Baby and Child-Specific Products Surge Due to Safety and Credibility Focus

Laneige'S Sephora Launch Exemplifies the Asian Influence, Accelerating Premium Demand

Chart 240 - Entry of Laneige Accelerates Premium K Beauty in Brazil

Chart 241 - Analyst Insight for Premium Beauty and Personal Care

Chart 242 - Value Sales 2020-2030

Chart 243 - Value Sales by Category 2025

## WHAT'S NEXT?

Brands to Adapt Global Power with Local Price Realism to Build Trust and Growth

Premium Fragrances the Biggest, Baby and Child-Specific Products the Most Dynamic

Trust and Performance Innovation to Shape Business Strategies and Retail Access

Chart 244 - Forecast Value Sales 2020-2030

Chart 245 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Navigate Competitive Shifts to Sustain Market Positions

Innovative Product Launches and Evolving Consumer Trust Offer Growth Avenues

Chart 246 - Company Shares 2025

Chart 247 - Brand Shares 2025

## CHANNELS

Pharmacies and Specialist Stores Strengthen Premium Retail Presence

Retail E-Commerce Accelerates Premium Growth with Convenience and Innovation

## ECONOMIC CONTEXT

Chart 248 - Economic Context for Premium Beauty and Personal Care

Chart 249 - Real Gdp Growth 2020-2030

Chart 250 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 251 - Consumer Context for Premium Beauty and Personal Care

Chart 252 - Population 2020-2030

Chart 253 - Consumer Expenditure 2020-2030

Chart 254 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Brazil](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

## KEY INDUSTRY TRENDS

Chart 255 - Key Industry Trends for Mass Beauty and Personal Care

## INDUSTRY PERFORMANCE

Mass Beauty and Personal Care Growth Outpaces Economic Expansion Despite Cautious Spending

Fragrances Lead Value Growth

Haskell'S Gourmand Collaboration Exemplifies Lifestyle Driven Beauty'S Impact on Consumer Engagement

Chart 256 - Haskell Taps Gourmand Sensory Appeal with Doce de Leite Viçosa Anniversary Collaboration

Chart 257 - Value Sales 2020-2030

Chart 258 - Value Sales by Category 2025

## WHAT'S NEXT?

Digitally Connected Consumers to Drive Mass Beauty and Personal Care Growth

Mass Fragrances Will Remain the Major Value Growth Driver

Embracing Innovation and Digital Engagement Reshapes Competitive Dynamics

Chart 259 - Forecast Value Sales 2020-2030

Chart 260 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Solidify Positions Amid Shifting Market Shares

Pharmacy-Led Private Label Growth and Lifestyle Innovation Redefine Competition

Chart 261 - Company Shares 2025

Chart 262 - Brand Shares 2025

## CHANNELS

Retail E-Commerce Accelerates Growth by Capturing Digitally Engaged Consumers

Chart 263 - Analyst Insight Mass Beauty and Personal Care

## ECONOMIC CONTEXT

Chart 264 - Economic Context for Mass Beauty and Personal Care

Chart 265 - Real Gdp Growth 2020-2030

Chart 266 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 267 - Consumer Context for Mass Beauty and Personal Care

Chart 268 - Population 2020-2030

Chart 269 - Consumer Expenditure 2020-2030

Chart 270 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/beauty-and-personal-care-in-brazil/report](http://www.euromonitor.com/beauty-and-personal-care-in-brazil/report).