

# Avon Cosméticos Ltda in Beauty and Personal Care (Brazil)

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## Abstracts

In 2015 Avon's communication changed, to highlight the consultants and let them be at the centre of campaigns, instead of celebrities. Its message focused on the economic independence of these women and the brand's commitment to social transformation, which can be especially appealing in times of crisis.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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