

Personal Services in Brazil

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Abstracts

The industry's revenue growth stagnated over 2020, as Brazil witnessed one of the largest COVID-19 outbreaks globally. Beauty salons, spas and other personal services providers suffered from lockdown measures imposed to contain the COVID-19 pandemic. Moreover, millions of Brazilians faced job and income losses due to the closure of non-essential businesses, hindering locals' purchasing power. Heightened uncertainty stifled consumer sentiment and triggered precautionary saving, restricting discre...

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Personal Services market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Funeral and Related Services, Hairdressing and Beauty Treatment, Solariums, Spas and Similar Services, Washing and Cleaning.

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

Why buy this report?

Get a detailed picture of the Personal Services market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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

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