

# Brazil Make-Up Market to 2027

<https://marketpublishers.com/r/B01AA4E42F21EN.html>

Date: November 2023

Pages: 39

Price: US\$ 350.00 (Single User License)

ID: B01AA4E42F21EN

## Abstracts

### Brazil Make-Up Market to 2027

#### Summary

Make-Up in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027).

The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

The make-up market consists of eye make-up, face make-up, lip make-up and nail make-up. The eye make-up segment consists of eyeliner, eye shadow, mascara and other eye make-up products. The face make-up segment consists of blusher, foundation, face powder and other face make-up products. The lip make-up segment consists of lip liner, lipstick, lip gloss and other lip make-up products. The nail make-up consists of nail polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2022 exchange rates.

The Brazilian Make-Up market had total revenues of \$1,766.5 million in 2022, representing a compound annual growth rate (CAGR) of 4.2% between 2017 and 2022.

Market consumption volume increased with a CAGR of 0.3% between 2017 and 2022, to reach a total of 256.3 million units in 2022.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 2.9% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$2,033.0 million by the end of 2027.

## Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the make-up market in Brazil

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the make-up market in Brazil

Leading company profiles reveal details of key make-up market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil make-up market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Brazil make-up market by value in 2022?

What will be the size of the Brazil make-up market in 2027?

What factors are affecting the strength of competition in the Brazil make-up market?

How has the market performed over the last five years?

What are the main segments that make up Brazil's make-up market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Brazilian make-up market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies market shares have suffered in the last 5 years (2017-2022)?
- 7.5. What are the most popular brands in the Brazilian make-up market?

## **8 COMPANY PROFILES**

- 8.1. Natura & Co Holding SA
- 8.2. Grupo Boticario
- 8.3. Mary Kay Inc

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Brazil make-up market value: \$ million, 2017–22
- Table 2: Brazil make-up market volume: million units, 2017–22
- Table 3: Brazil make-up market category segmentation: % share, by value, 2017–2022
- Table 4: Brazil make-up market category segmentation: \$ million, 2017-2022
- Table 5: Brazil make-up market geography segmentation: \$ million, 2022
- Table 6: Brazil make-up market distribution: % share, by value, 2022
- Table 7: Brazil make-up market value forecast: \$ million, 2022–27
- Table 8: Brazil make-up market volume forecast: million units, 2022–27
- Table 9: Brazil make-up market share: % share, by value, 2022
- Table 10: Natura & Co Holding SA: key facts
- Table 11: Natura & Co Holding SA: Annual Financial Ratios
- Table 12: Natura & Co Holding SA: Key Employees
- Table 13: Grupo Boticario: key facts
- Table 14: Grupo Boticario: Key Employees
- Table 15: Mary Kay Inc: key facts
- Table 16: Mary Kay Inc: Key Employees
- Table 17: Risque'y Cosmetics: key facts
- Table 18: Brazil size of population (million), 2018–22
- Table 19: Brazil gdp (constant 2005 prices, \$ billion), 2018–22
- Table 20: Brazil gdp (current prices, \$ billion), 2018–22
- Table 21: Brazil inflation, 2018–22
- Table 22: Brazil consumer price index (absolute), 2018–22
- Table 23: Brazil exchange rate, 2018–22

## List Of Figures

### LIST OF FIGURES

Figure 1: Brazil make-up market value: \$ million, 2017–22

Figure 2: Brazil make-up market volume: million units, 2017–22

Figure 3: Brazil make-up market category segmentation: \$ million, 2017-2022

Figure 4: Brazil make-up market geography segmentation: % share, by value, 2022

Figure 5: Brazil make-up market distribution: % share, by value, 2022

Figure 6: Brazil make-up market value forecast: \$ million, 2022–27

Figure 7: Brazil make-up market volume forecast: million units, 2022–27

Figure 8: Forces driving competition in the make-up market in Brazil, 2022

Figure 9: Drivers of buyer power in the make-up market in Brazil, 2022

Figure 10: Drivers of supplier power in the make-up market in Brazil, 2022

Figure 11: Factors influencing the likelihood of new entrants in the make-up market in Brazil, 2022

Figure 12: Factors influencing the threat of substitutes in the make-up market in Brazil, 2022

Figure 13: Drivers of degree of rivalry in the make-up market in Brazil, 2022

Figure 14: Brazil make-up market share: % share, by value, 2022

## I would like to order

Product name: Brazil Make-Up Market to 2027

Product link: <https://marketpublishers.com/r/B01AA4E42F21EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B01AA4E42F21EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970