

# Haircare in Brazil - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

Haircare in Brazil - Market Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Haircare in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The haircare market consists of retail sales of conditioner, hair colorants, hair loss treatments, perms and relaxers, salon hair care, shampoo and styling agents. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2020 exchange rates.

The Brazilian haircare market had total revenues of \$5.0bn in 2020, representing a compound annual growth rate (CAGR) of 1.7% between 2016 and 2020.

Market consumption volumes declined with a compound annual rate of change (CARC) of 0.6% between 2016 and 2020, to reach a total of 1,653 million units in 2020.

Consumer buying power has been affected by economic turmoil during the

review period; therefore, consumers are looking for value for money products.

## **SCOPE**

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

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

Leading company profiles reveal details of key haircare market players' global operations and financial performance

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

## **REASONS TO BUY**

What was the size of the Brazil haircare market by value in 2020?

What will be the size of the Brazil haircare market in 2025?

What factors are affecting the strength of competition in the Brazil haircare market?

How has the market performed over the last five years?

How large is Brazil's haircare market in relation to its regional counterparts?

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