

# Haircare in Brazil

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## Abstracts

Haircare in Brazil

### SUMMARY

Haircare in Brazil industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). 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 shampoo, conditioner, hair colorants, hair loss treatments, perms and relaxers, styling agents and salon hair care. 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 2019 exchange rates.

The Brazilian haircare market had total revenues of \$6,683.5m in 2019, having registered a compound annual growth rate (CAGR) of 2.7% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.5% between 2015 and 2019, to reach a total of 1,723.2 million units in 2019.

Economic turmoil during the review period affected consumer buying power and therefore consumers are looking for value-for-money products. However, Brazil has a strong foothold in the personal care industry and increasing demand for

haircare products is supported by consumers' desire to look good.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, 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 2019?

What will be the size of the Brazil haircare market in 2024?

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

How has the market performed over the last five years?

Who are the top competitors in Brazil's haircare market?

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