

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?

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 haircare market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years (2015-2019)?
- 7.4. What are the most popular brands in the market?
- 7.5. What have been the largest deals in the Brazilian feminine hygiene market in recent years?

8 COMPANY PROFILES

- 8.1. L'Oreal SA
- 8.2. Unilever NV
- 8.3. Coty 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 haircare market value: \$ million, 2015-19
Table 2: Brazil haircare market volume: million units, 2015-19
Table 3: Brazil haircare market category segmentation: \$ million, 2019
Table 4: Brazil haircare market geography segmentation: \$ million, 2019
Table 5: Brazil haircare market distribution: % share, by value, 2019
Table 6: Brazil haircare market value forecast: \$ million, 2019-24
Table 7: Brazil haircare market volume forecast: million units, 2019-24
Table 8: Brazil haircare market share: % share, by value, 2019
Table 9: L'Oreal SA: key facts
Table 10: L'Oreal SA: Annual Financial Ratios
Table 11: L'Oreal SA: Key Employees
Table 12: L'Oreal SA: Key Employees Continued
Table 13: Unilever NV: key facts
Table 14: Unilever NV: Annual Financial Ratios
Table 15: Unilever NV: Key Employees
Table 16: Unilever NV: Key Employees Continued
Table 17: Coty Inc.: key facts
Table 18: Coty Inc.: Annual Financial Ratios
Table 19: Coty Inc.: Key Employees
Table 20: Brazil size of population (million), 2015-19
Table 21: Brazil gdp (constant 2005 prices, \$ billion), 2015-19
Table 22: Brazil gdp (current prices, \$ billion), 2015-19
Table 23: Brazil inflation, 2015-19
Table 24: Brazil consumer price index (absolute), 2015-19
Table 25: Brazil exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

- Figure 1: Brazil haircare market value: \$ million, 2015-19
- Figure 2: Brazil haircare market volume: million units, 2015-19
- Figure 3: Brazil haircare market category segmentation: % share, by value, 2019
- Figure 4: Brazil haircare market geography segmentation: % share, by value, 2019
- Figure 5: Brazil haircare market distribution: % share, by value, 2019
- Figure 6: Brazil haircare market value forecast: \$ million, 2019-24
- Figure 7: Brazil haircare market volume forecast: million units, 2019-24
- Figure 8: Forces driving competition in the haircare market in Brazil, 2019
- Figure 9: Drivers of buyer power in the haircare market in Brazil, 2019
- Figure 10: Drivers of supplier power in the haircare market in Brazil, 2019
- Figure 11: Factors influencing the likelihood of new entrants in the haircare market in Brazil, 2019
- Figure 12: Factors influencing the threat of substitutes in the haircare market in Brazil, 2019
- Figure 13: Drivers of degree of rivalry in the haircare market in Brazil, 2019
- Figure 14: Brazil haircare market share: % share, by value, 2019

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