

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

<https://marketpublishers.com/r/PD596BF8C6BFEN.html>

Date: September 2021

Pages: 42

Price: US\$ 350.00 (Single User License)

ID: PD596BF8C6BFEN

Abstracts

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

SUMMARY

Personal Hygiene in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 personal hygiene market consists of retail sale of anti-perspirants and deodorants, bath & shower products, and soap. The anti-perspirants segment consists of all antiperspirants and deodorants in spray, stick, roll-on, cream, gel, and solid formats. The bath & shower segment consists of bubble-baths and bath time washing gels and lotions. The segment also includes non-liquid products added to baths such as bath bombs, beads, and salts. The soap segment consists of both bar soap and liquid soaps. 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 personal hygiene market had total revenues of \$6,155.9m in 2020, representing a compound annual growth rate (CAGR) of 2.5% between 2016 and 2020.

Market consumption volume increased with a CAGR of 1.1% between 2016 and 2020, to reach a total of 5,131.4 million units in 2020.

Brazil has emerged the largest market for beauty products in the world. However, socio-economic challenges during the review period affected market growth.

SCOPE

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil personal hygiene market with five year forecasts

REASONS TO BUY

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

What will be the size of the Brazil personal hygiene market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up Brazil's personal hygiene 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 personal hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years (2016-2020)?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the largest deals in the Brazilian personal hygiene market in recent years?

8 COMPANY PROFILES

- 8.1. Unilever Plc.
- 8.2. Natura & Co Holding SA
- 8.3. Beiersdorf AG

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Brazil personal hygiene market value: \$ million, 2016-20
- Table 2: Brazil personal hygiene market volume: million units, 2016-20
- Table 3: Brazil personal hygiene market category segmentation: \$ million, 2020
- Table 4: Brazil personal hygiene market geography segmentation: \$ million, 2020
- Table 5: Brazil personal hygiene market distribution: % share, by value, 2020
- Table 6: Brazil personal hygiene market value forecast: \$ million, 2020-25
- Table 7: Brazil personal hygiene market volume forecast: million units, 2020-25
- Table 8: Brazil personal hygiene market share: % share, by value, 2020
- Table 9: Unilever Plc.: key facts
- Table 10: Unilever Plc.: Annual Financial Ratios
- Table 11: Unilever Plc.: Key Employees
- Table 12: Natura & Co Holding SA: key facts
- Table 13: Natura & Co Holding SA: Annual Financial Ratios
- Table 14: Natura & Co Holding SA: Key Employees
- Table 15: Beiersdorf AG: key facts
- Table 16: Beiersdorf AG: Annual Financial Ratios
- Table 17: Beiersdorf AG: Key Employees
- Table 18: Brazil size of population (million), 2016-20
- Table 19: Brazil gdp (constant 2005 prices, \$ billion), 2016-20
- Table 20: Brazil gdp (current prices, \$ billion), 2016-20
- Table 21: Brazil inflation, 2016-20
- Table 22: Brazil consumer price index (absolute), 2016-20
- Table 23: Brazil exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Brazil personal hygiene market value: \$ million, 2016-20

Figure 2: Brazil personal hygiene market volume: million units, 2016-20

Figure 3: Brazil personal hygiene market category segmentation: % share, by value, 2020

Figure 4: Brazil personal hygiene market geography segmentation: % share, by value, 2020

Figure 5: Brazil personal hygiene market distribution: % share, by value, 2020

Figure 6: Brazil personal hygiene market value forecast: \$ million, 2020-25

Figure 7: Brazil personal hygiene market volume forecast: million units, 2020-25

Figure 8: Forces driving competition in the personal hygiene market in Brazil, 2020

Figure 9: Drivers of buyer power in the personal hygiene market in Brazil, 2020

Figure 10: Drivers of supplier power in the personal hygiene market in Brazil, 2020

Figure 11: Factors influencing the likelihood of new entrants in the personal hygiene market in Brazil, 2020

Figure 12: Factors influencing the threat of substitutes in the personal hygiene market in Brazil, 2020

Figure 13: Drivers of degree of rivalry in the personal hygiene market in Brazil, 2020

Figure 14: Brazil personal hygiene market share: % share, by value, 2020

I would like to order

Product name: Personal Hygiene in Brazil - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/PD596BF8C6BFEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PD596BF8C6BFEN.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