

# Brazil Cosmetics and Personal Care Market Outlook 2020

<https://marketpublishers.com/r/B8852AB0ACDEN.html>

Date: March 2016

Pages: 65

Price: US\$ 600.00 (Single User License)

ID: B8852AB0ACDEN

## Abstracts

The Brazilian cosmetics and personal care market has witnessed strong growth during the past few years, and holds huge future growth potential. Some of the major factors boosting Brazilian cosmetic industry are increasing number of working women population; awareness of ingredients, quality and brand among consumers; growing tourist spending on cosmetics; etc. Further the sector is also been driven by the improved internet security, for online retailing and growing ageing population in the country.

Our new research report “Brazil Cosmetics and Personal Care Market Outlook 2020” provides in-depth study on the cosmetic and personal care industry in Brazil along with the information about nanotechnology used in cosmetic and personal care, enhancing efficiency of such products. Further, the major trends have been identified for evaluating the growth direction and the current scenario of cosmetics and personal care industry in the country, which has been witnessing significant growth. The cosmetics and personal market in the country is expected to grow at a CAGR of around 12% during 2016-2020.

In the report, we have studied the Brazilian cosmetics industry in terms of its market size and its segments including sun care, make-up, fragrances and deodorants. And in personal care products, we have done in-depth study on its segments like hair care, oral care, skin care, bath products, etc. which are forecasted till 2020. Moreover, in personal care segment, we have studied each segment by its component and leading players. Also, the report includes quantifiable information about distribution channel along with country cosmetic and personal care trade scenario.

The report also covers the major roadblocks for cosmetic industry in the country. Further, information about business overview and financials of key industry players is

also provided, along with comprehensive outlook of the sector's present and future scenario. Overall, the report is a result of extensive research and prudent analysis, and will be offering suitable knowledge base to those who are interested in this industry in Brazil.

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