

Brazil Cosmetics and Personal Care Market Outlook 2020

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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.

Contents

1. ANALYST VIEW

2. RESEARCH METHODOLOGY

3. BRAZIL IN CONTEXT OF GLOBAL COSMETICS & PERSONAL CARE INDUSTRY

4. BRAZIL COSMETICS & PERSONAL CARE INDUSTRY OUTLOOK TO 2020

4.1 Cosmetics

4.1.1 Sun Care

4.1.2 Make-Up

4.1.3 Fragrances

4.1.4 Deodorants

4.2 Personal Care

4.2.1 Hair Care

4.2.2 Oral Care

4.2.3 Skin Care

4.2.4 Bath Products

4.2.5 Disposable Products

4.2.6 Shaving Products

4.3 Trade Scenario

5. EMERGING TRENDS & DRIVERS

5.1 Nanotechnology in the Cosmetics

5.2 Rising awareness for Skin Care Boosting Sun Care Products Sales

5.3 Men Looking Ahead to Personal Grooming

5.4 Ageing Population Drive the Industry

5.5 Improved Internet Security Driving Online Retailing

5.6 Rising Disposable Income Boosting the Consumption of Cosmetics Products

6. INDUSTRY ROADBLOCKS

6.1 Fluctuating Currency

6.2 Counterfeit Products

7. KEY PLAYERS

- 7.1 Natura Cosméticos SA
- 7.2 Beiersdorf
- 7.3 Mundial SA
- 7.4 O Boticário
- 7.5 Avon
- 7.6 P&G
- 7.7 Unilever Brasil Ltda

List Of Figures

LIST OF FIGURES:

- Figure 3-1: Global - Cosmetics & Personal Care Industry (Billion US\$), 2014 & 2020
- Figure 3-2: Share of Brazil in Global Cosmetic & Personal Care Industry (2014 & 2020)
- Figure 4-1: Cosmetics & Personal Care Market (Billion BRL), 2014-2020
- Figure 4-2: Cosmetics & Personal Care Market by Segment (%), 2015
- Figure 4-3: Cosmetics & Personal Care Industry by Distribution Channel (%), 2013
- Figure 4-4: Sun Care Market (Billion BRL), 2014-2020
- Figure 4-5: Make-Up Market (Billion BRL), 2014-2020
- Figure 4-6: Fragrance Market (Billion BRL), 2014-2020
- Figure 4-7: Deodorant Market (Billion BRL), 2014-2020
- Figure 4-8: Hair Care Market (Billion BRL), 2014-2020
- Figure 4-9: Hair Care Market by Leading Players (%), 2015
- Figure 4-10: Hair Care Market by Product (%), 2015
- Figure 4-11: Oral Care Market (Billion BRL), 2014-2020
- Figure 4-12: Skin Care Market (Billion BRL), 2014-2020
- Figure 4-13: Skin Care Market by Leading Players (%), 2015
- Figure 4-14: Bath Products Market (Billion BRL), 2014-2020
- Figure 4-15: Breakup of Bath Product Market (%), 2015
- Figure 4-16: Disposable Products Market (Billion BRL), 2014-2020
- Figure 4-17: Breakup of Disposable Products Market (%), 2015
- Figure 4-18: Shaving Products Market (Million BRL), 2014-2020
- Figure 4-19: Import and Export of Cosmetics & Personal Care Products (Million US\$), 2011-2014
- Figure 4-20: Share of Cosmetics and Personal Care Export to South America (2014)
- Figure 5-1: Male Grooming Market (Billion US\$), 2014 & 2020
- Figure 5-2: Number of Internet Users (Million), 2014 & 2018
- Figure 5-3: Per Head Personal Disposable Income (US\$), 2010 & 2014
- Figure 5-4: Median Household Income (US\$), 2010 & 2014
- Figure 6-1: Exchange Rate of Dollar & Brazilian Real, (2011- 2015)

List Of Tables

LIST OF TABLES:

Table 7-1: Natura Cosmeticos SA - Key Financials (Millions BRL), 2012-2014

Table 7-2: Beiersdorf AG - Key Financials (Million EUR), 2012-2014

Table 7-3: Avon Products Inc. - Key Financials (Million US\$), 2012-2014

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