

Cosmetics and Personal Care Market in Brazil

<https://marketpublishers.com/r/C500A89B785EN.html>

Date: May 2011

Pages: 60

Price: US\$ 900.00 (Single User License)

ID: C500A89B785EN

Abstracts

Single User PDF Format: US\$ 900.00

Multi-User License: US\$ 1,200.00

Hard Copy: US\$ 1,000.00

CD-ROM: US\$ 1,000.00

The Brazilian cosmetics and personal care industry has witnessed strong growth during the past few years and has emerged as one of the largest industries holding huge future growth potential. The Brazilian cosmetics and personal care industry registered impressive sales worth BRL 27.5 Billion (US\$ 16.5 Billion) in 2010. The sector has been mainly driven by the improving purchasing power and rising fashion consciousness of the Brazilian population. Moreover, the industry players have been readily spending on the promotional activities to increase consumer awareness.

According to our new research report “Cosmetics and Personal Care Market in Brazil”, Brazilian cosmetics and personal care sector is expected to witness noteworthy growth rate in the near future owing to the rising consumer spending and product availability. The industry holds promising growth prospects for both existing as well as new players. To support this evidence, we have done an extensive analysis of various segments of the cosmetics and personal care industry keeping in view both the services and the products sector.

The baseline for the optimistic future outlook of the Brazilian cosmetics and personal care industry is that, there has been a rise in variety of products offered by the industry players. Companies have started opting for online retailing and are offering specialized products to generate revenue from all the corners. Growing usage of Cosmeceuticals and Nutricosmetics by the Brazilian consumers will also pave way for the growth of Brazilian cosmetics and personal care market during the forecast period.

Our new research report incorporates an extensive research and rational analysis of the

cosmetics and personal care industry in Brazil. It provides segment level analysis of the industry along with emerging trends that may shape up with the betterment of economic conditions. The research will help consultants, industry analysts, and vendors to get an in-depth knowledge of the current, past, and future performance of the industry. The report also provides information about consumer behavior, particularly men, with regard to cosmetic and personal care products.

We have also added the competitive landscape section that incorporates valuable information about the leading cosmetic players.

Contents

1. ANALYST VIEW

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

3. BRAZIL COSMETICS & PERSONAL CARE INDUSTRY PERFORMANCE

3.1 Cosmetics

3.1.1 Sun Care

3.1.2 Make-Up

3.1.3 Fragrances

3.1.4 Deodorants

3.2 Personal Care

3.2.1 Hair Care

3.2.2 Oral Care

3.2.3 Skin Care

3.2.4 Bath Products

3.2.5 Disposable Products

3.2.6 Shaving Products

3.3 Trade

4. EMERGING TRENDS & DRIVERS

4.1 Cosmeceuticals - Driving Personal Care Segment

4.2 Nutricosmetics - Gaining Momentum

4.3 Men Looking Forward to Personal Grooming

4.4 Growing Preferences for Herbal Cosmetics

4.5 Online Retailing

4.6 Rising Income Levels

5. INDUSTRY ROADBLOCKS

5.1 Fluctuating Currency

5.2 Counterfeit Products

6. KEY PLAYERS

6.1 Natura Cosméticos SA

- 6.2 Beiersdorf
- 6.3 Mundial SA
- 6.4 O Boticario
- 6.5 Avon

List Of Figures

LIST OF FIGURES:

Figure 2-1: Global - Cosmetics & Personal Care Industry (Billion US\$), 2010 & 2014

Figure 2-2: Share of Brazil in Global Cosmetic & Personal Care Industry (2010 & 2014)

Figure 3-1: Cosmetics & Personal Care Market (Billion BRL), 2010-2014

Figure 3-2: Cosmetics & Personal Care Market by Segment (%), 2010

Figure 3-3: Cosmetics & Personal Care Industry by Distribution Channel (%), 2009

Figure 3-4: Sun Care Market (Billion BRL), 2009-2014

Figure 3-5: Make-Up Market (Billion BRL), 2009-2014

Figure 3-6: Fragrance Market (Billion BRL), 2009-2014

Figure 3-7: Sales Share of Male, Female & Child Fragrances (2010)

Figure 3-8: Fragrance Market by Distribution Channel (%), 2010

Figure 3-9: Deodorant Market (Billion BRL), 2009-2014

Figure 3-10: Hair Care Market (Billion BRL), 2009-2014

Figure 3-11: Hair Care Market by Leading Players (%), 2010

Figure 3-12: Hair Care Market by Product (%), 2010

Figure 3-13: Oral Care Market (Billion BRL), 2009-2014

Figure 3-14: Skin Care Market (Billion BRL), 2009-2014

Figure 3-15: Skin Care Market by Leading Players (%), 2010

Figure 3-16: Bath Products Market (Billion BRL), 2009-2014

Figure 3-17: Breakup of Bath Product Market (%), 2010

Figure 3-18: Disposable Products Market (Billion BRL), 2009-2014

Figure 3-19: Breakup of Disposable Products Market (%), 2010

Figure 3-20: Shaving Products Market (Million BRL), 2009-2014

Figure 3-21: Breakup of Shaving Products Market (%), 2006

Figure 3-22: Import and Export of Cosmetics & Personal Care Products (Million US\$), 2008-2010

Figure 3-23: Share of Cosmetics and Personal Care Export to South America (2009)

Figure 3-24: Export of Cosmetics and Personal Care by Segment (%), 2009

Figure 4-1: Male Grooming Market (Billion US\$), 2010 & 2014

Figure 4-2: Number of Internet Users (Million), 2010 & 2014

Figure 4-3: Per Head Personal Disposable Income (US\$), 2010 & 2014

Figure 4-4: Median Household Income (US\$), 2010 & 2014

Figure 5-1: Exchange Rate of Dollar & Brazilian Real (Dec 2010 to Apr 2011)

List Of Tables

LIST OF TABLES:

Table 3-1: Global - Ranking in Cosmetics & Personal Care by Segment (2009)

Table 6-1: Natura Cosméticos SA - Key Financials (Billion US\$), 2009 & 2010

Table 6-2: Natura Cosméticos SA - Strengths & Weaknesses

Table 6-3: Beiersdorf AG - Key Financials (Billion US\$), 2009 & 2010

Table 6-4: Beiersdorf AG - Strengths & Weaknesses

Table 6-5: Avon - Key Financials (Billion US\$), 2009 & 2010

Table 6-6: Avon - Strengths & Weaknesses

I would like to order

Product name: Cosmetics and Personal Care Market in Brazil

Product link: <https://marketpublishers.com/r/C500A89B785EN.html>

Price: US\$ 900.00 (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/C500A89B785EN.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