

Color Cosmetics Market in Brazil 2021

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Abstracts

Color cosmetics is a broad term which encompasses different categories of products for skin, eyes, cheeks and lips. These makeup products enhance overall physical appearance, conceal flaws or define features, making one appear healthier and look more refreshed. A study by StrategyHelix indicates that the color cosmetics market in Brazil is expected to increase by US\$ 502 million from 2021 to 2027, garnering a CAGR of 3.3% during the forecast period. Continuously rising personnel disposable income levels, growing demand for beauty and personal care, increasing consumer health awareness about personal care and fashion trends are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for color cosmetics. The Brazil color cosmetics market is segmented on the basis of price range, application, and distribution channel. Based on price range, the color cosmetics market in Brazil is categorized into prestige product, mass product. In Brazil, the mass product segment made up the largest share of the color cosmetics market. On the basis of application, the color cosmetics market in Brazil has been segmented into eye make up, facial make up, lip products, nail products. By distribution channel, the color cosmetics market in Brazil has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

As of 2020, the major players in the Brazil color cosmetics market were Grupo Boticario, Mary Kay Inc., Natura & Co.

Report Scope

Price range: prestige product, mass product

Application: eye make up, facial make up, lip products, nail products

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing,

others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Brazil color cosmetics market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Grupo Boticario
Mary Kay Inc.
Natura & Co
About StrategyHelix
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