TRENDS
- Due to increased incomes, new members of the middle class started to consume products with a higher value.
- Increasing participation of Brazilian women and the populations over 50 in the labor market.
- Increased life expectancy, which creates a desire to retain an impression of youth.
- 4 million new e-shoppers per year
- Best Prospects: products targeting Brazilian diversity

Brazilian Cosmetics Market

Market Size
-Source: Abihpec 2017

Brazil represents 6.6% of world consumption

Global C&T Market TOP 15

Source: Euromonitor 2017

Cosmetics and Toiletries (C&T) sector had more vigorous growth than all other sectors between 2010 - 2015

Source: IBGE, Central Bank of Brazil