

# Brazilian Cosmetics Market



## 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**

## Market Size

Source: Abihepec 2017

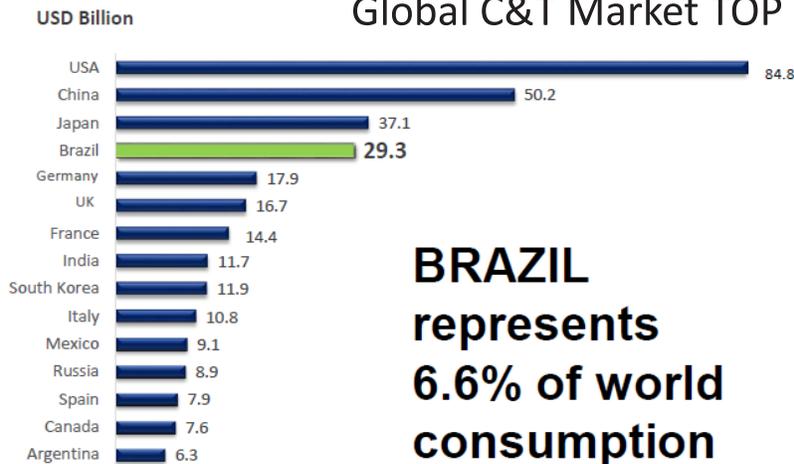


Cosmetics and Toiletries (C&T) sector had more vigorous growth than all other sectors between 2010 - 2015

Source: IBGE, Central Bank of Brazil



## Global C&T Market TOP 15



Source: Euromonitor 2017

**BRAZIL** represents **6.6%** of world consumption

2°. Sun Protection  
Deodorant  
Men's grooming  
Fragrances  
Hair Removal

3°. Children's Care

4°. Bath  
Oral Care  
Hair Care

5°. Color Cosmetics

8°. Skincare

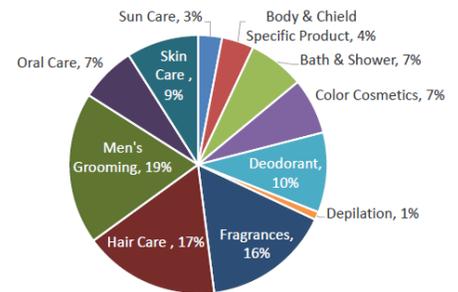
## COMPANIES CONCENTRATION

Mid West	186
Northeast	286
North	51
Southwest	1,614
South	513
<b>BRAZIL</b>	<b>2,650</b>



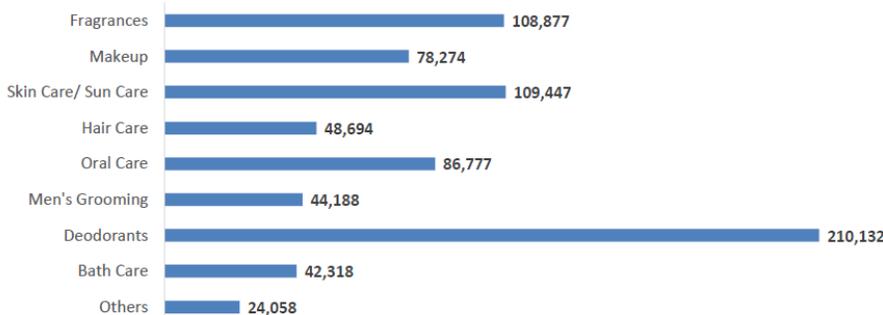
Source: Abihepec 2017

## BY C&T CATEGORIES (QUANTITY)



Source: Euromonitor 2017

## BRAZILIAN C&T IMPORT (USD Million - FOB)



Source: Abihepec 2015

## POINT OF SALES

