

Colour Cosmetics in Brazil

July 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of colour cosmetics once again on the rise due to the return of socialisation, driven by budget-friendly options

Search for cost-effectiveness breaks the barrier between categories and enhances the synergy of colour cosmetics with skin care and sun care

Direct selling loses momentum in the face of new sales formats

PROSPECTS AND OPPORTUNITIES

The forecast period indicates a promising future for colour cosmetics, primarily driven by a focus on skin health and convenience

Beauty trends will continue to be influenced by the presence and activities of celebrities and influencers

Opportunities and challenges through e-commerce in the coming years

CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2017-2022

Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 4 - LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 5 - LBN Brand Shares of Eye Make-up: % Value 2019-2022

Table 6 - LBN Brand Shares of Facial Make-up: % Value 2019-2022

Table 7 - LBN Brand Shares of Lip Products: % Value 2019-2022

Table 8 - LBN Brand Shares of Nail Products: % Value 2019-2022

Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 10 - Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 11 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

Beauty and Personal Care in Brazil - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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