

Brazil Market Research Series

Brazil Beauty Retailing: Drug Stores

1st Edition

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Base year: 2008

A comprehensive analysis of the Brazilian cosmetics and toiletries market sold through drug stores and pharmacies channel, focused on sales figures, key trends, company analyses, and recent developments, covering the period between 2003 and 2008, with forecasts up to 2013. Key aspects covered include:

- Overview of the Brazilian cosmetics and toiletries market
- What is the importance of drugstores and pharmacies channel for the cosmetics and toiletries industry?
- What is the role of cosmetics for the pharmacy/drugstore retail outlet?
- What are category sales, margins and growth like in this retail outlet?
- What are the C&T players that benefit the most from these channels?
- Who are the outstanding retailers in the market?
- Which opportunities does this market have for retailers and manufacturers?

Report scope

Brazil Beauty Retailing: Drug Stores contains the essential information to understand the cosmetics and toiletries market in the drug stores channel in Brazil.

The first section of the report brings a general overview of the Brazilian cosmetics and toiletries market, indicating segment and category sales and the main factors generating growth in the industry between 2003 and 2008.

The second section analyzes the role of drug stores and pharmacies in the Brazilian C&T industry. Featuring category sales, growth and margins and highlighting the main subjects related to cosmetics and toiletries retailing in this channel, this section is very useful for manufacturers and retailers who intend to better understand the dynamics of this market.

The third section is dedicated to analyzing the overall drug stores/pharmacies channel. The main retailers in this channel are briefly profiled and the importance of cosmetics and toiletries sales for retailers' revenues and their action in this realm are also put into perspective.

The final sections of the report are about the future. Forecast sales throughout 2013 are shown by product category, indicating which products are likely to post higher growth rates in the channel for the upcoming years. Changes in competitive landscape, economic scenario and consumers' behavior are also brought up by this section, which will allow readers to foresee trends and actions in this market.

Table 1 - Product Categories Covered

| | | |
|----------------------------------|-----------------------------|-------------------------------|
| ■ Baby care products | ■ Fragrances for women | ■ Personal cleansing products |
| ■ Conditioners | ■ Hair coloring products | ■ Shampoos |
| ■ Deodorants and antiperspirants | ■ Hair styling and sprays | ■ Shaving products |
| ■ Eye makeup | ■ Hand and body lotions | ■ Skin care products for men |
| ■ Face makeup | ■ Lipsticks and lip glosses | ■ Sun care products |
| ■ Facial treatments | ■ Mouthwashes | ■ Toothbrushes |
| ■ Fragrances for men | ■ Nail polishes | ■ Toothpastes |

Table 2 – Drug Store Chains Analyzed

| | |
|--------------------|-------------------------|
| ■ Droga Raia | ■ Drogaria São Paulo |
| ■ Drogão | ■ Drogasil |
| ■ Drogaria Araújo | ■ Farmais |
| ■ Drogaria Onofre | ■ Farmácias Pague Menos |
| ■ Drogaria Pacheco | ■ Panvel Farmácias |

Key Benefits

To identify opportunities in this highly relevant and hard-to-track market, market players must fully understand the underlying dynamics of manufacturers and retailers actions.

This report allows its readers to explore opportunities by illustrating the most relevant points of cosmetics and toiletries retailing in drugstores and pharmacies

Specifically, this report assists its buyers by:

- Identifying the main C&T retail channels in Brazil
- Quantifying manufacturers sales by retail outlet and product category
- Developing forecast and scenario changes analysis up to 2013
- Explaining the practices of the major players in this market
- Delivering information and insights necessary to capitalize changes in the retail landscape

Methodology

We have the resources and capabilities to generate competitive and marketing intelligence with high level of accuracy. Our approach puts emphasis in primary research techniques to assure that the corporate intelligence bases are precise, current and reliable.

Our professionals conduct in-depth interviews and discussions with selected players, including marketing managers, retail executives, consumers, and experts, among others.

Primary research represents the core stone of our quantitative and qualitative illustration of the markets, in which we identify opportunities and generate insights.

Adding to our primary research efforts, extensive secondary research in different sources such as magazines, newspapers, and corporate annual reports assures grater accuracy resultant from cross check between interviews and published data.

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Table 3 – Recently published reports on Brazilian C&T Industry

- Brazil Beauty Retailing: Specialty Stores
- Brazil Beauty Retailing: Direct Sales
- Brazil Cosmetics and Toiletries 2008

Brazil Beauty Retailing: Drug Stores

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