

Brazil Market Research Series

Brazilian Cosmetics & Toiletries 2008

1st Edition

Published: August 2009

Base Year: 2008

This report was developed to assist professionals with a detailed, current and accurate view of Brazil's cosmetics and toiletries market, which better supports decision taking and strategy formulation. The reader of this report will comprehend the market, its figures, and its trends in a complete manner. Among other aspects, this report includes:

- Overview of cosmetics and toiletries market in Brazil
- Major players and brands analysis
- Current and accurate estimates of product categories sizes and companies sales
- Main trends in products and promotion
- Opportunities assessment
- Growth forecast 2008-2013 (per product category)

Report Scope

Brazilian Cosmetics & Toiletries 2008 contains essential information and valuable insights to help subscribers understand the personal care market in Brazil.

The report is 55 pages long and describes how the Brazilian C&T market is broken down into product segments and categories. For each of the 21 product categories covered (see Table 1), the following aspects are analyzed:

- Sales and growth 2003-08
- Sales breakdown by retail outlet
- Major players market share for 2008
- Major players 2003-08 CAGR
- Sales and growth forecast 2008-13

Moreover, the report also analyzes how the economic crisis is likely to affect the industry, how consumption behavior will change in the upcoming years, and what sorts of actions are expected from marketers in the near future.

Table 1 - Product Categories Covered

▪ Baby care products	▪ Fragrances for women	▪ Personal cleansing products
▪ Conditioners	▪ Hair coloring products	▪ Shampoos
▪ Deodorants and antiperspirants	▪ Hair styling products 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 – Companies Covered

▪ Aroma do Campo	▪ Contém 1g	▪ L'Acqua di Fiori	▪ Procter & Gamble
▪ Avon	▪ Davene	▪ L'Oreal	▪ Racco
▪ Beiersdorf	▪ Embelleze	▪ Mary Kay	▪ Unilever
▪ Bertin	▪ Friboi	▪ Natura	▪ Mary Kay
▪ Bonyplus	▪ Hypermarcas	▪ Niasi	▪ Payot
▪ Casa Granado	▪ Impala	▪ Niely	▪ VitaDerm
▪ Colgate-Palmolive	▪ Jequiti	▪ O Boticário	
▪ Condor	▪ Johnson & Johnson	▪ Payot	

Key Benefits

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

To identify and asses opportunities in the Brazilian market, players must fully understand the underlying dynamics of manufacturers and retailers actions and what is the actual size and growth perspectives for product categories, retail channels, and marketers.

This report allows its readers to explore opportunities by illustrating the most relevant points of cosmetics and toiletries industry in Brazil in the last few years and in the future.

Specifically, this report assists its buyers by:

- Identifying the key trends in the C&T industry
- Quantifying manufacturers sales by retail outlet and product category
- Analyzing the competitive scenario and main competitors' market share
- 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 industry

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 basis is 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 the Brazilian C&T Industry

- Brazil Beauty Retailing: Direct Sales
- Brazil Beauty Retailing: Drug Stores
- Brazil Beauty Retailing: Specialty Stores

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