

Brazil Market Research Series

# Brazil Beauty Retailing: Specialty Stores

**1st Edition**

**Published: August 2009**

**Base year: 2008**

A comprehensive analysis of the Brazilian cosmetics and toiletries market in the specialty stores 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
- The role of cosmetics and toiletries for specialty stores
- The importance of this channel for the cosmetics and toiletries industry
- The main players and their actions
- Category sales, margins, and growth in this retail outlet?
- Opportunities for retailers and manufacturers

## Report scope

*Brazil Beauty Retailing: Specialty Stores* contains the essential information to understand the cosmetics and toiletries specialty stores market and features valuable insights for manufacturers and retailers in this industry.

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 (see Table 1), 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 specialty stores channel. The main retailers in this channel (see Table 2) 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 allows 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 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 – Specialty Stores Analyzed**

■ Água de Cheiro	■ Contém 1g	■ Mahogany
■ Boticário	■ Ikesaki	■ Opaque
■ Calèche	■ L'Acqua di Fiori	■ Vent Vert

## 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 specialty stores.

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 forecasts and scenario changes analysis up to 2013
- Explaining the practices of the major players in the direct sales segment
- Delivering information and insights necessary to capitalize changes in this business segment

## 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 greater accuracy 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 Cosmetics and Toiletries 2008

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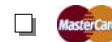
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