

# Skin Care in Brazil

September 2025

**Table of Contents** 

# Skin Care in Brazil - Category analysis

### **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Sticks ride the skinimalism wave

Younger consumers push performance while K-beauty sets the tone

Lip care falls after previous surge

## PROSPECTS AND OPPORTUNITIES

Generational shifts favour targeted, sustainable and tech-enhanced care

Dermocosmetics will remain among the fastest growers

Direct selling and pharmacies to tighten integration, clinics set to gain influence

### **CATEGORY DATA**

Table 1 - Sales of Skin Care by Category: Value 2019-2024

Table 2 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 4 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 5 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024

Table 6 - LBN Brand Shares of Anti-agers: % Value 2021-2024

Table 7 - LBN Brand Shares of Firming Body Care: % Value 2021-2024

Table 8 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024

Table 9 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 10 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 11 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

# Beauty and Personal Care in Brazil - Industry Overview

## **EXECUTIVE SUMMARY**

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

# MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2019-2024

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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