



Colour Cosmetics in Brazil

July 2024

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2023 DEVELOPMENTS

Lip products are the highlight of growth in colour cosmetics in Brazil

After the launch boom, the era of influencer brand consolidation begins

Colour cosmetics has the worst retail e-commerce performance within beauty and personal care

PROSPECTS AND OPPORTUNITIES

Despite the influx of budget options, the future of colour cosmetics looks promising, although women's incomes will continue to limit sales

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