

## Suncare - Brazil - April 2014

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*"Education about SPF is vital to increase usage – the more confident consumers feel about the right SPF level for their skin the more likely it is for them to use sun protectors. Formulations that dry quickly on the skin and easy-to-apply products are highly appealing to them especially to those seeking a time-saving proposition."*

– Ana Paula Picasso, Research Analyst

### This report looks at the following areas:

- How can companies boost usage of sun protectors?
- What type of sun protection products would appeal the most to Brazilian consumers?
- What are the main reasons for Brazilians to use sun protectors?
- How can companies increase the brand loyalty and encourage re-purchasing?

The sun care category grew by 11.5% from 2012, mainly driven by the sun protectors segment. Increased disposable income and the stabilization of the economy not only have driven the growth of the sun care category but also the beauty and personal care sector as a whole.

Usage of sun protection products go hand-in-hand with knowledge of SPF, showing a great opportunity for brands to educate consumers about the right SPF levels in order to boost usage and, consequently, sales.

Convenient products such as formulations that dry quickly on the skin and easy-to-apply package formats are the most preferred among Brazilian consumers, a great opportunity for brands to invest in these types of products to attract consumers who value time-saving products.

This report explores usage of sun care products, attitudes toward using and buying sun protectors, and investigates key consumer profiles and the potential for further product innovation in the market.

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