

Brazil Ever evolving

Each decade has its own sense of style when it comes to cosmetics. In the 1930s there was a trend for sophisticated and provocative eyes. Nearing the end of the century, the 1990s had a penchant for decadent and dazzling eyes.

In Brazil, cosmetics were first made really visible to the masses by the Polish make-up artist Eric Rzepecki, in the 1970s on Globo TV which is a Brazilian television channel beaming out to a huge audience. The channel was founded on 26 April 1965 by the journalist Roberto Marinho and currently the channel is the largest in Latin America and the fourth largest in the world, watched by 80m people per day. Nowadays many trends are introduced and showcased by Globo TV as a result of the big audiences watching the extremely popular soap operas that dominate its schedules in Brazil.

The fact is that colour cosmetics have evolved over time and reached a point when people have foregone the habit of just using a simple lipstick and started to improve their habits when it comes to cosmetics usage. The products most often used by Brazilian women are powder, concealer, blusher, eyeliner, mascara, eyeshadow and of course lipstick. Brazilians also favour using cosmetics to create a natural look, using nude cosmetics.

For Brazilians, the rule applies that less is always more when it comes not just to cosmetics but also to clothes, accessories and perfume. According to Factor de Solução/The Kline Group, the product segment that had the biggest sales growth from 2003 to 2008 in Brazil was eye make-up, followed by facial make-up.

Reaching the masses

Avon and Natura lead the C&T market and have been primarily responsible for broadening the access to colour cosmetics in Brazil. Avon was the first global player to enter the Brazilian market and it is believed that one in three lipsticks sold worldwide is manufactured by Avon.

Brazilian consumers are increasingly searching for different innovations and variations when it comes to colour cosmetics which has resulted in the explosion of the direct sales channel, spearheaded mainly by Avon and Natura.

Pharmacies and drugstores are also trying

to expand their businesses in this area by creating Beauty Centres in their stores. One famous Brazilian drugstore, Onofre, recently created its Megastore which is a new concept of drugstores in Brazil offering a huge variety of C&T products in one accessible outlet. The concept of the Onofre Megastore has changed the popular customer perception of pharmacies as it unites the sale of both medicines and cosmetics effectively.

These stores encourage return business as with the purchase of any product the consumer is given a gift certificate which entitles them to choose between complementary make-up, a massage, a blood pressure check or a cholesterol check. For purchases over BRL180.00 in the perfumery section the customer receives a free facial.

Cornering the market

According to Factor de Solução/The Kline Group, the main players in the Brazilian colour cosmetics market, after Avon and Natura, are L'Oréal, Niasi, O Boticário, Impala and Contém 1g. The leading sales channel is direct sales, which accounts for almost 60% of the entire colour cosmetics market value. Lipsticks, lipglosses, face and eye make-up are mostly sold via the direct sales channel.

Avon is still very much Brazil's leading overall company when it comes to the C&T market. However, the company is losing share in the lipsticks sub-sector. When it comes to the other categories – nail polish, facial make-up and eye make-up – Avon's sales for the coming year are expected to grow beyond the market average.

Set to succeed

According to Factor de Solução/The Kline Group, the company that will see the biggest growth is Racco, founded in 1987. Racco is a company dedicated to what it calls "human development" so it maintains an effective relationship with its customers and adheres to the concept that health and beauty should go beyond appearances. Racco reaches thousands of people all over Brazil and also in Africa, Europe, Latin America and North America, through its work with the direct sales channel.

As well as using several C&T products in the home, it is now common in Brazil for women to have regular manicures at the nail salon. A manicure treatment is not only a treatment for the nails but also for hands. This segment is becoming more and more popular and because of this the number of new launches in this segment has soared of late.

Brazil's colour cosmetics market is changing year by year – however no one sector seems to stay at the top for long and it could be said that Brazilians are slightly fickle when it comes to products, and perhaps even brand, loyalty. But there does seem to be room for everyone in this ever-changing landscape.



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