

The future of dermocosmetics in Brazil

An overview of the most important impacts of COVID-19 and what can we expect in the short to long term.



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<https://www.mintel.com/dermocosmetics-summit>

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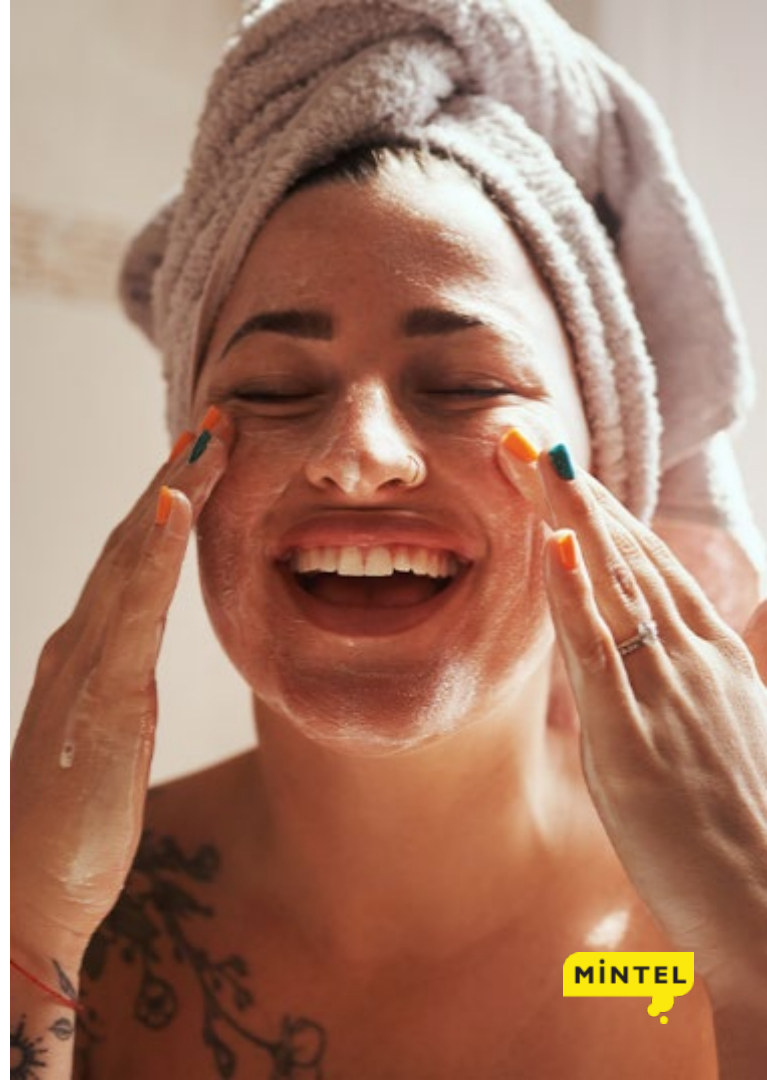


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“The pandemic has increased the demand for health benefits, both physical and mental, leading to the ritualization of beauty and personal care routines, and connecting them to the concept of self-care. On the other hand, Brazilians have also adopted a more minimalistic routine, including natural hair styles and simpler skincare practices. The form of interaction and experimentation will require the use of technologies, both in the physical and digital environment.”

Amanda Caridad, Beauty and Personal Care Senior Analyst



Consumers invest in self-care to cope with tension

There is an opportunity to build normalcy through routines with consciously created products that keep consumers protected.

RELAXATION AT SHOWER

42%

of Brazilians have taken longer shower as a moment of relaxation

SPA AT HOME

31%

have used products to have a spa experience at home

BEAUTY RITUALS

23%

used beauty or personal care products to cope with tension/stress

Base: 1,500 internet users aged 16+

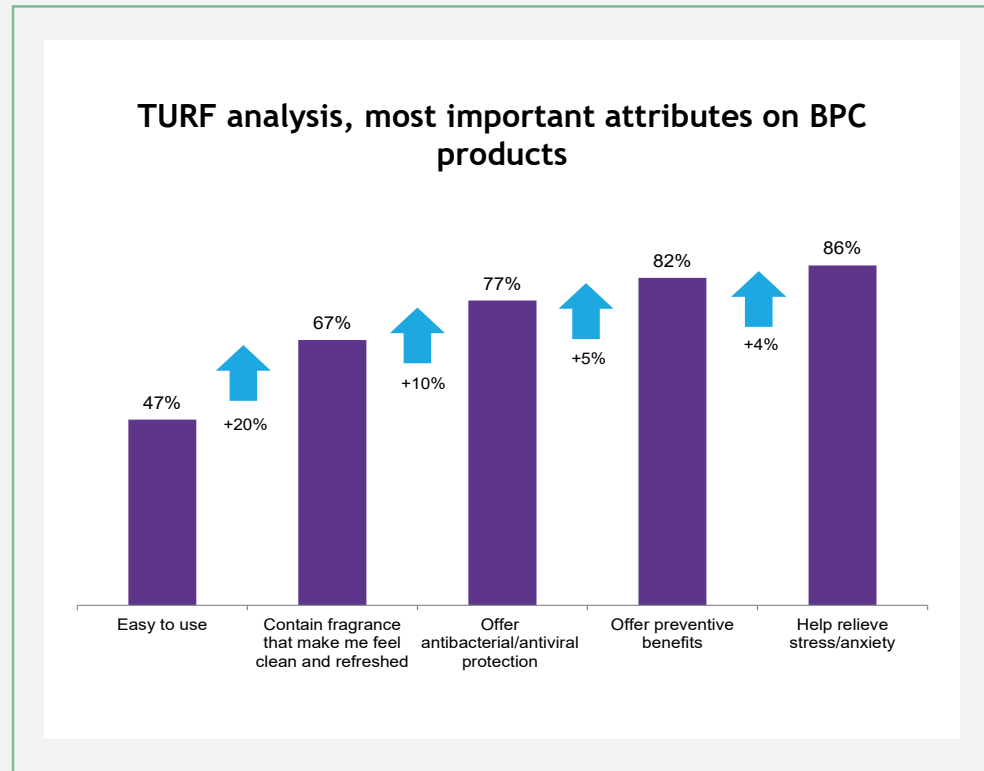
Source: Lightspeed/Mintel



Mental wellbeing is a new desirable claim in beauty and personal care products

The TURF analysis identified that “antibacterial/antiviral protection” and “preventive benefits” would help boost the market share of beauty and personal care products by 5-10%. In addition, stress and anxiety relief is among the top five most desired attributes in beauty products, which indicates that **health-related features have driven consumer expectations during the COVID-19 pandemic.**

The data reinforces to what extent the **Mintel Trend Driver *Wellbeing*** and its underlying pillars *Physical* and *Psychological* will motivate consumers to **seek physical and mental health solutions.**



The TURF analysis identifies the mix of features, attributes, or messages that will attract the largest number of unique respondents.

Base: 1,500 internet users aged 16+

Source: Lightspeed/Mintel

Close connection between emotions and physical

More than functional benefits, consumers will be attracted by emotional-related benefits on beauty and personal care

HAIR & SCALP

55%

of Brazilians¹ reported stress/depression as factors that contributed to hair/scalp disorders

SKIN

39%

agree² that “emotional factors can influence my skin appearance”

Base: 1757 internet users aged 16+ who have experienced hair or scalp disorders; ²1,383 internet users aged 16+ who have used facial and body skincare products in the past 6 months

Source: Lightspeed/Mintel



Scalp care is on the rise



Vegamour GRO Hair Serum contains vitamin-rich ingredients and antioxidants that act in synergy to stimulate healthy hair growth, balancing the growth cycle, calming the scalp and revitalizing the follicles (US)



Act + Acre Cold Processed Scalp Detox offers antioxidant and anti-inflammatory action to calm the scalp, in addition to maintaining a natural hydration factor, thanks to the combination of aloe vera, basil and moringa extracts (US)



Athletia Scalp & Hair Oil can be used as a scalp oil before shampooing, or as a leave-in to nourish hair, while improving its manageability and shine including lavender, orange, cedar wood and patchouli oils (Japan)

Help consumers de-stress their skin



Scent for Good Inner Peace is a mask spray formulated with essential oils of fresh amber and clean musk to ease one's mind and help breathe easily, while disinfects face masks on-the-go (US)



Moon Juice Cosmic Cream is formulated with adaptogenic herbs (ashwagandha and reishi), hyaluronic acid and collagen, improving skin's barrier function, while uplifts consumers' mood (US)



Berceuse Water Gel Cream from Mu Tenuto is a moisturizer inspired by Chopin's lullaby, Berceuse Op. 57, which provides skin relaxation with zero irritation and cooling jelly texture with no sticky or heavy finish (South Korea)

Acne-prone skin demands specific solutions

Brands can develop specific solutions to control oiliness, with formulations enriched by natural ingredients and science-backed claims to treat specific skin concerns.

OILY & COMBINATION SKIN TYPES

36%

of Brazilians reported oily skin, while 27% declared combination skin.

NATURAL INGREDIENTS

48%

of Brazilians that have experienced acne-prone skin believe that natural ingredients are safer to their skin.

DERMOCOSMETICS

57%

of Brazilians that have experienced acne-prone skin would buy a dermocosmetic to treat a facial skin problem.

Base: 1,500 internet users aged 16+; 523 internet users aged 16+ who have experience acne

Source: Lightspeed/Mintel



'Maskne' leads to the development of solutions for acne-prone skin



Masque Bar Clinic Shield & Soothe
Hydrogel Facial Under PPE Mask combines skin-soothing ingredients to avoid 'maskne' (US)



Labottach AC Thyol Intensive Patch
contains anti-inflammatory and antibacterial actives (China)



Pumpkin & Spice Night Serum features an antioxidant and moisturizing formula helps restore and even skin texture (US)

Facial toners may increase penetration among Brazilians with acne-prone skin



Sallve Tônico Renovador helps remove impurities from skin without drying it out, in addition to moisturizing by controlling oiliness and minimizing the appearance of pores (Brazil).



Kövo Essentials Toner Mist is described as a youth-boosting mist that balances and strengthens skin's microbiome, also contributing to brighten, plump and strengthen natural skin barrier (US).



Cosrx One Step Original Clear Pad is said to gently wipe out excess oil, eliminate dead skin cells and keep the complexion clear, refined and well-balanced in just one step (South Korea).

Digital lifestyles may increase interest on blue light defense

Blue light is a new skin-aggressor on consumers' radar, especially among students and those who adopted remote work

HARMFUL TO THE SKIN

21%

of Brazilians agree that blue light
can be as harmful as UV rays to the
skin

MORE INFORMATION NEEDED

36%

don't know exactly how blue light
can damage their skin

Base: 1,383 internet users aged 16+ who have used facial and body skincare products in the past 6 months

Source: Lightspeed/Mintel



Be clear on ingredients' antioxidant properties



Truly Blueberry Kush is a facial oil enriched with AHA's and 300mg CBD offering antioxidant properties (US)



Tula Skincare Signature Glow Refreshing & Brightening Face Mist combines antioxidant, probiotics and natural extracts to improve skin's defense against external elements (US)



Simple Triple Protect Moisturiser SPF 15 combines probiotics, vitamins C and E to protect skin against pollution, blue light and UV rays (Ireland)

UV protection remain essential

Besides a decrease on the use of body sunscreens, the majority of consumers are engaged to the daily use of facial sunscreens. While consumers resume their social interactions, brands can innovate on new formats.

SKIN CANCER

48%

of Brazilians use sunscreen on a daily basis to reduce the risk of skin cancer

PHOTO AGEING

43%

use sunscreen to prevent skin ageing

FACIAL SPF

27%

are using more facial products which offer SPF to substitute facial sunscreen (eg makeup, facial moisturizers)

Base: 776 internet users aged 16+ who have purchased facial or body sunscreen in the past 12 months

Source: Lightspeed/Mintel

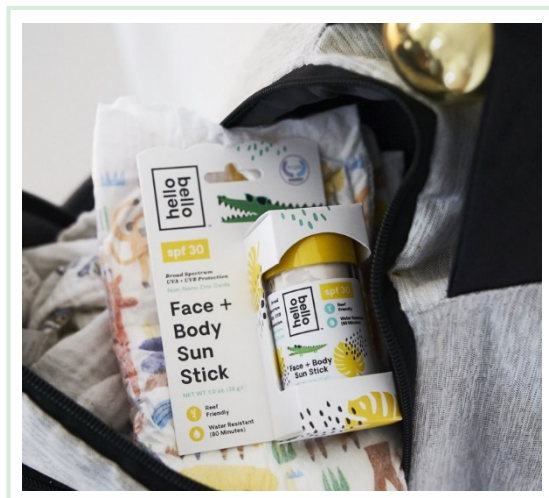


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Adapt to consumers' new routines and priorities



YouV SPF 30 Sunscreen offers very high protection against UVA/B rays enriched with mineral filters and a fluorescent film to help consumers monitor the correct application of sunscreen (US)



Hello Bello Face + Body Sun Stick SPF 30 offers reef-safe formula enriched with zinc oxide to protect face and body, being more hygienic and easy to apply on-the-go (US)



Garnier Ambre Solaire with Hyaluronic Acid Over Makeup Super UV Over Makeup Protection Mist SPF 50 offers broad spectrum against UVA/B and infrared rays, and can be applied over makeup throughout the day (US)

Black-skinned consumers represent a strategic target audience

In the light of social movements that have gained strength during the pandemic, those consumers will demand more solutions respecting their own skin needs

DARKER SKIN TONES

35%

of Brazilians reported their skin tones among darker tones (light brown, brown, dark brown or black)

OILY SKIN

34%

of those with black skin tone **have experienced acne** before the COVID-19 outbreak

FACE MASKS

39%

of Brazilians with darker skin tones are wearing more facial sunscreen now, because they're worried their skin tone will get uneven from wearing a mask in public.

Base: 1,500 internet users aged 16+; 76 internet users aged 16+ who have black skin; 217 internet users aged 16+ who have darker skin tones

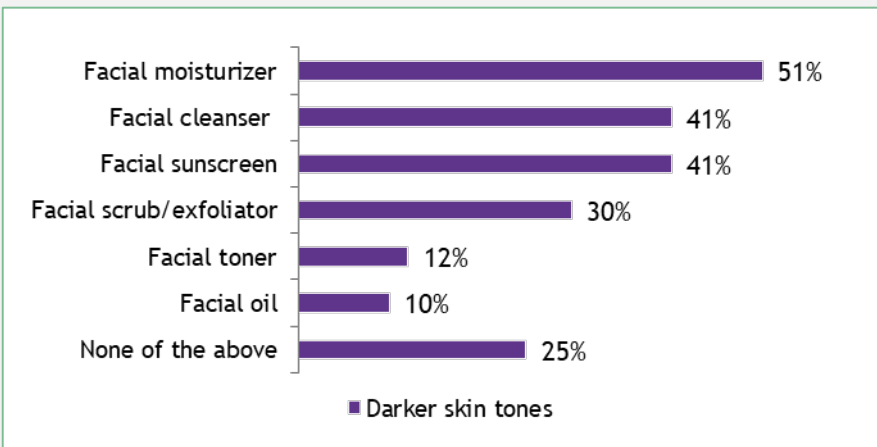
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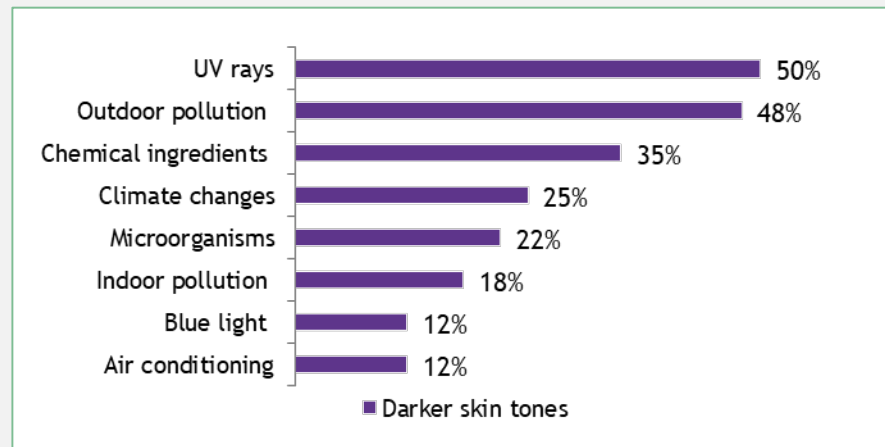
Read on [mintel.com](https://www.mintel.com)

Black consumers' facial skincare routines are made of basic essentials

Consumers still prioritize the use of facial moisturizers, cleansers and sunscreens. Brands can innovate by adding additional benefits against elements.



Facial skincare products used by Color of the skin
Brazil, August 2020



Harmful elements to the skin by Color of the skin
Brazil, August 2020

Facial scrubs can help black consumers to even skin tone



Singú Labs offer a natural formulation enriched with apricot seeds and salicylic acid, for a more uniform and healthier skin (Brazil)



black|Up Skin Care Micro Dermabrasion Gel-Crème Exfoliant offers a micro dermabrasion formulation enriched with AHAs and antioxidants to remove dead cells and purify skin, for a more radiant and uniform skin (France).



Urban Skin Rx Melanin Skin Expert is an enzymatic scrub with ClearTone Advanced Technology, that combines kojic acid, azelaic acid, vitamin A and niacinamide among other actives for a brighter and even skin tone (US).

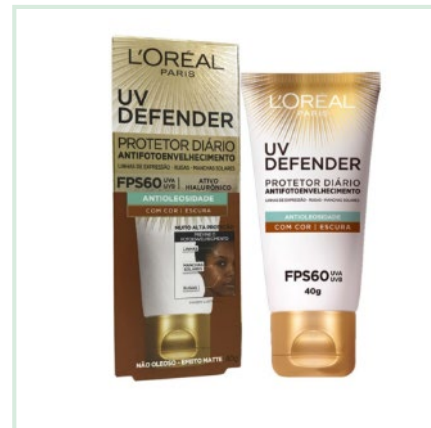
Engage black consumers to the daily use of sunscreen by offering exclusive solutions



Black Girl Sunscreen SPF 30 is a vegan, natural and reef-safe sunscreen. The product also improves skin hydration, being enriched with jojoba and avocado oils, and offers greater convenience for being transparent and leaving no residue on skin (US).



La Roche-Posay Anthelios Airlicium Protetor Solar Antioleosidade com Cor FPS 70 is indicated for oily or acne-prone skins, featuring a gel-cream texture, and the Airlicium Technology which mattifies and controls oiliness (Brazil).



L'Oréal UV Defender Anti Photo Aging Daily Protector SPF 60 is said to defend skin from daily UV and premature aging, thanks to hyaluronic acid. In addition, it's available for dark skin tones (Brazil).

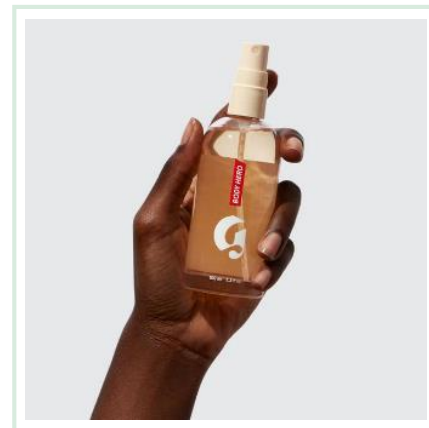
Body skin requires richer textures for deep nourishment



Positiv.A Óleo Hidratante Amêndoas contains 100% pure vegetable natural and sustainable almond oil, free from pesticide and cold pressed with preserved properties and benefits, and is targeted for body and hair (Brazil).



La Roche-Posay LIPIKAR Balme AP + M helps balance skin's microbiome, is calming and relieves itching. Especially indicated for individuals who have atopic dermatitis, the product guarantees anti-recurrence efficacy, increasing spacing between crisis (Brazil).



Glossier Body Hero Dry-Touch Oil Mist contains antioxidant-rich oils and is said to instantly nourish, moisturize and help skin look less dull, as well as glowing, more radiant and smoother after two weeks of use (US).

Science is at the forefront

Consumers will demand greater assurances with evidence that ingredients and products really work

SKEPTICISM

31%

of Brazilians somewhat agree that they don't believe the claims products make

PROVEN CLAIMS

38%

are interested in beauty and personal care products that have reliable research to back up their claims.

SCIENCE-BAKED

75%

trust beauty and personal care products created by scientists.

Base: 1,000 internet users aged 16+

Source: Lightspeed/Mintel



Science is cheered by social media followers

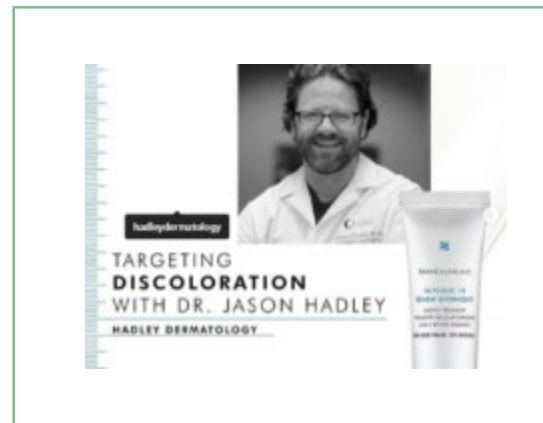
Brands can use social medias to build communities and strengthen the relation with consumers.



Lab Muffin Beauty Science is managed by Michelle Wong, PhD in Chemistry, and offers informative content endorsed by science (US)

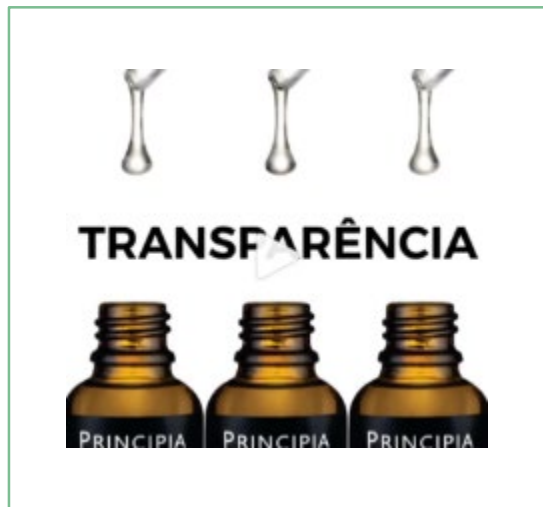


Deciem invited offered virtual consultation experience during lockdown using its social medias (Canada)

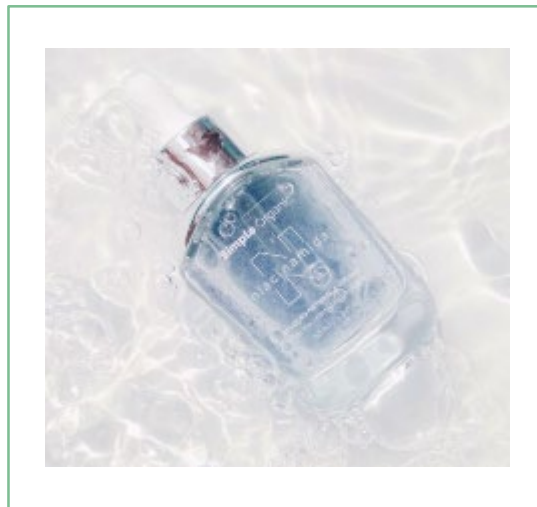


Skinceuticals invites experts to talk about skin disorders with the brands' followers at live sessions at social medias (US)

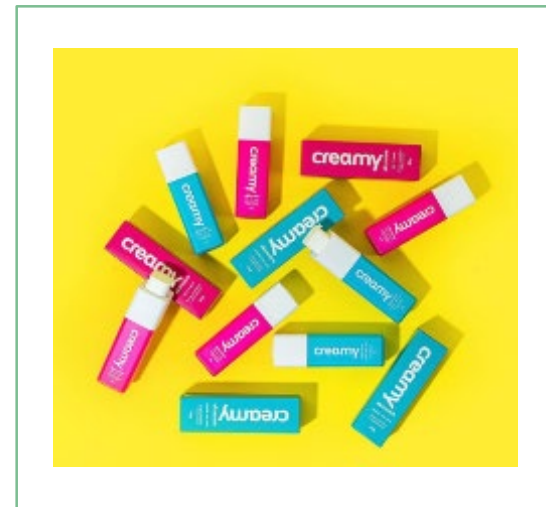
There's a growing movement of new brands endorsed by scientists in Brazil



Principia is a new skincare brand that aims to democratize the access to dermocosmetics (Brazil)



Simple Organic is the perfect case of the push and pull concept between nature and science (Brazil)



Creamy Skincare offers intelligent formulations in vegan, cruelty-free and providing reliable claims (Brazil)

Key takeaways

Pandemic affects beauty routines

In general, Brazilians have embraced a more minimalist beauty and personal care routine, with a greater focus on health. At the same time, the search for ways to relieve tension and stress has increased the demand for benefits related to mental wellbeing. New routines bring new needs, increasing consumers' awareness toward skin and hair aggressors.

Ethnic diversity leads to need for inclusivity

With 35% of Brazilians declaring to have darker skin tones, brands must take this into consideration to offer products and solutions respecting melanin-rich skin. Brands should consider that facial and body skin have different needs, representing new opportunities to be explored.

Spotlight on science

Natural and organic beauty and personal care products are continuously at the mainstream, while consumers value the perception of safety. During the pandemic the science-led narrative will be popularized. Clinical results and product claims with “data” will gain consumers' preference during the COVID-19 age.

Thank you!
Get in touch!



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consumers want
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