

**MULTI-SPONSOR SURVEYS
INTERNATIONAL**
2013 Study of

Women's Intimate Care in BRAZIL

This report presents findings from a benchmark study, providing subscribers with market insights on the overall marketplace for women's intimate care products in Brazil, and includes a detailed examination of women's use of and interest in intimate care products, along with attitudes toward intimate hygiene and personal care. In addition to the survey conducted in Brazil, the survey has also been conducted in **WESTERN EUROPE** (U.K., France, Italy, Spain and Germany) and in the **UNITED STATES**. Topics addressed include . . .

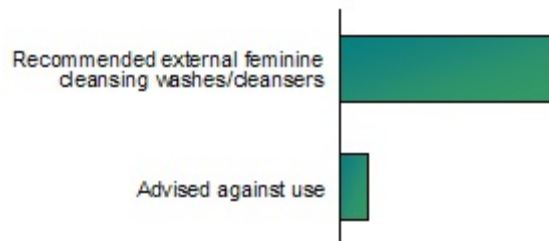
- ▶ Women's Reproductive Health Landscape
- ▶ Product Focus: *product awareness and use, product attribute importance ratings, likelihood of future use of . . .*
 - Feminine Washes/Cleansers, Deodorizing Products & Wipes
 - Intimate Skin Care Lotions, Creams, Moisturizers
 - Douches
 - Vaginal Itch/Irritation Relief Products
 - Vaginal Lubricants, Moisturizers, Topical Sexual Enhancement Products
 - Vaginal Estrogen
 - Sanitary Protection & Urinary Incontinence Products
- ▶ Genital/Bikini Area Hair Removal Practices

REPORT EXCERPT:

Usage of external feminine cleansing washes/cleansers is widespread among Brazilian women. Two product use drivers appear to be in play – women's own attitudes toward feminine hygiene and the influence of doctors'/health care professionals' recommendations.

Role of Doctors/Healthcare Professionals

(Among women who have discussed personal hygiene products/practices with doctor/healthcare professional)



COST **\$12,700.** (subject to New Jersey or New York sales tax where applicable)

METHODOLOGY **Online Interviews** – June 2013 (n=514 general population adult women)

ELECTRONIC DELIVERABLES **Summary** (narrative analysis of research data and market implications) and **Top-Line Tables** volumes in PowerPoint format
Detailed Tabular Analysis volume (data tables cross-tabulated by key demographic, behavioral and attitudinal variables plus market segment banner) in PDF format
Optional bound, hard-copy volumes are available for \$75 per Summary Volume or \$100 for each full set of report volumes (Summary, Top-Line, Tabular Analysis)

For additional information, including full **TABLE OF CONTENTS**, please contact:
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To help clients meet specific market research needs, Multi-sponsor Surveys offers customized services (custom tabulations, multi-variate analyses, video conferencing/presentations, etc.). Contact us for timing, cost and availability.

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