

Beauty Industry in Brazil Gets Makeover from Hubs Creation

Contributed by Newsroom
Tuesday, 20 June 2006

The joining of cosmetics industry in Brazil in production hubs has been giving the sector extra drive. The Brazilian Hub of Cosmetics, located in Diadema, city in the southeastern state of São Paulo, is the greatest in this productive chain and was created by a municipal decree in 2004.

Today, 10% of the cosmetics company in the country are located in the city, which is part of the ABCD (Santo André, São Bernardo, São Caetano, Diadema) square of towns in the Greater São Paulo.

In Bahia, the productive chain in the beauty industry is being set up silently since 2001. At the time, only two companies were legalized by the National Health Surveillance Agency (Anvisa). Currently there are 28 companies in formalization process and 18 in legalization.

In all, it is estimated that there are 120 companies in the sector, between the formal and informal ones. They are concentrated mainly in Salvador, but some are in the cities of Feira de Santana and Lauro de Freitas.

In Fortaleza, city in the state of Ceará, Northeast Brazil, another cosmetics hub is forming in the metropolitan region. The Sectorial Project for Cosmetics and Toiletries, started in January this year, is offering support for the sector throughout the state.

This is the result of the partnership between the Brazilian Micro and Small Business Support Service (Sebrae) unit in Ceará, the Union of Chemical, Pharmaceutical, Distillation and Oil Refinery of Paraná (Sindiquímica), the Brazilian Association of Toiletries, Perfumes & Cosmetics Industries (Abihpec), the Euvaldo Lodi Institute (IEL), among others.

In Minas Gerais, Southeast Brazil, the beauty industry caught the attention of Sebrae last year with measures aiming at exports, when 92 companies acted in the market properly regulated by Anvisa. Eight of these companies planned on reaching the international market.

"Up to this moment, there hadn't been a project for the cosmetics sector," stated Simone Mendes, coordinator at the International Nucleus of the Sebrae in Minas Gerais. The companies are concentrated in the metropolitan regions of the cities of Belo Horizonte and Uberlândia.

Sebrae