



Industry Briefing Papers 2016

SOUTH AMERICA: BRAZIL

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

Brazil is a traditionally “beauty-driven” country. The people has historically always cared about their beauty, particularly body. However, in the last 6-8 years the wellness concept has grown more effectively, especially in big cities, where there is an easier access to this related information, gyms, healthy nutrition centers, anti-aging clinics, and also day spas. This trend has pushed the appearance of different type of companies focusing its business in the various fields of wellness.

It has also fostered the day spas business. However, the development of spas may still be a little behind the other players in the wellness sector, especially because of Brazilian culture, which still creating a spa lifestyle.

2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

Spas:

Growing industry that still has a huge development potential.

Beauty:

Mature market which never sleeps, always delivering high results.

Fitness:

The future is now. The fitness industry if booming and totally part of Brazilian culture.

Nutrition:

Information and variety of products` offering is creating one of the largest markets within the wellness industry.

Wellness Tourism:

Still very focused on medical/esthetic surgeries.

Wellness Communities or Real Estate:

Still in early stages, demanding investments and government incentives.

3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?

The rich natural resources available in Brazil have stimulated the cosmetic industry to develop different types of products focused on natural herbs and earth elements, either seeking a nature appeal or a cure objective. Amazon and other Brazilian rain forests have brought global investments and studies, resulting in many important acknowledgements to the cosmetic industry (and therefore spa industry).

4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?

The development of a wellness culture and lifestyle among Brazilian population is a natural process that is still happening and won't stop so soon. However, the challenges that restricts the stronger and faster growth of this industry are mostly related to politics environment and government measures: (i) Restriction in the importation of global products and investments that would bring a higher level of offerings in this segment; (ii) Complicated and heavy tax laws; (iii) lack of public investments in this market; (iv) Challenging labour laws, etc.

5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.

In Portuguese we do not use these exact terms. However, I believe WELLNESS is a broad concept that comprises all the offerings, products, ideas and activities that helps the individual to achieve his/her WELL-BEING. WELL-BEING, on the other hand, is an estate of mind which can be achieved through WELLNESS, or through any other form or activity that makes the person to feel well.

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