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Marketing to Young Adults - Brazil

“Generation Z will become a relevant demographic group in the coming years when it comes to the consumer population. It currently has a great influence on purchase decisions in a number of categories, so it is expected their habits and preferences will increasingly impact the market. In order to meet ...

Household Cleaning Habits - Brazil

“Brazilians want quality products that offer good value for their money. The high demand for cleaning products in refillable packaging shows that consumers see this option as a good way to buy their favorite brands at an affordable price. Private label has also gained relevance by combining good quality and ...