

## December 2018

### Healthy Eating Trends - Brazil

"Brazilians have an interest in adopting and maintaining healthy eating habits, but there are some barriers to overcome, such as the high price of healthy products and the difficulty of identifying and finding these products. Despite that, consumers are willing to pay more for products with specific claims, such as ...

### Beauty Retailing - Brazil

"Brazil's beauty retailers still perform simple actions to attract consumers to their stores, compared to what has been done in countries such as the US. The competition is getting increasingly fiercer, as pharmacies merge to become stronger and big players in the sector buy smaller brands to increase their ...

## October 2018

### Cooking Habits - Brazil

"Saving money is one of the main motivations for Brazilians to cook at home. As Brazil faces an unfavorable economic scenario, affordable prices may be an important attribute for products. In order to sustain the consumers' interest and preference, however, brands need to offer something else, such as convenience and ...

## August 2018

### Household Cleaning Habits - Brazil

"Sustainability is the keyword for the household cleaning products market. Many brands have adopted an eco-friendly approach, either through natural ingredients, chemical-free formulations, or recyclable, reusable, and biodegradable packaging. Changes in consumer behavior, however, also open opportunities for innovations in terms of fragrance, format, and positioning."

– Marina Ferreira ...

## July 2018

### Social Media Overview - Brazil

"A large portion of Brazil's population doesn't have access to the internet. Among those who are connected, however, social networks play a very important role. In addition to connecting people with friends and family, social networks are the primary source of information and an entertainment option for the majority of ...

### June 2018

#### Lifestyles of Millennials - Brazil

"Millennials have been directly impacted by the economic recession and the high levels of unemployment. On the one hand, this situation drives them to live in their parents' house for longer and to demonstrate a pessimistic perception about the future of the country's economy. On the other hand, it motivates ...

#### Brazilian Lifestyles: Innovating through the Recession - Brazil

"Despite Brazil's political instability, there is a positive perception about the future of the economy. Brazilians have learned from the economic recession and have created new business models, offering products and services at more affordable prices, and the tendency is that they will keep thriving as consumers are still holding ...

### March 2018

#### Alcoholic Drinks Consumption Habits - Brazil

"The soccer World Cup is expected to stimulate consumption of alcoholic drinks, but on the other hand health concerns can be a barrier. In order to find a balance, brands could take advantage of Brazilians' interest in innovations, investing in new releases and promoting new experiences. It's important, however, to ...

#### Snacking Consumption Habits - Brazil

"Health issues are a great influencer among consumers, who demand more healthful options both during and between meals. However, due to the fierce competition between different snacks categories, in addition to products that offer health benefits, it is essential to develop innovative products in terms of composition, flavor, convenience, and ...

### February 2018

#### Pharmacy Retailing - Brazil

"Brazilian pharmacies face fierce competition. With so many drugstores trying to attract consumers, they will need to adapt to the modern era, offering mobile apps that facilitate the purchasing process and improve the communication with pharmacists, for example. In addition, pharmacies that offer in-store health services, 'click & collect' options ...

### January 2018

#### Marketing to the Middle Classes - Brazil

"Even with a slight improvement of the economy, the Brazilian middle class is still cautious toward its spending and consumption habits. These consumers are looking for ways to save money when shopping all kind of items and are also doing at home, in the most economical way, what they used ...