

February 2020

Busy Lifestyles - Brazil

“Brazilians have an intense routine, and as a consequence have little time to take care of their physical and mental wellbeing. The lack of physical activity, in addition to opting for practical instead of healthy food and working extra hours, makes them feel stressed, anxious and overwhelmed. These factors have ...

January 2020

Online Shopping - Brazil

“Online shopping is quite consolidated in Brazil, but the frequency in which Brazilians shop online is relatively low. The categories of non-durable consumer goods, therefore, have an even greater challenge in the country’s online market. In order to make consumers shop online more often, brands and retailers need to offer ...

December 2019

Healthiness & Sustainability - Brazil

“Most Brazilians claim to have or to be adopting a healthy lifestyle, largely because their growing health problems force them to make this change. Not only the physical aspect but also emotional wellbeing has become an important part of a healthy lifestyle, as many claim to be feeling stressed. Healthiness ...

Social Media Overview - Brazil

“As the access to the internet and the usage of social media grow, the audience has become more diverse, generating migrations between social networks and challenging brands and companies to be more assertive when identifying which content, network and subject appeal to their target demographic. Having a wide reach and ...

November 2019

The Beauty Consumer - Brazil

“Brazilians don’t spend too much time on their daily beauty routine. More than a third of men spend less than five minutes a day, while a third of women spend 5-14 minutes. The market needs to overcome some challenges in order to bring innovations to consumers. Products with natural ingredients ...

October 2019

Alcoholic Drinks Consumption Habits - Brazil

“As consumers drink alcoholic beverages less often due to their financial instability and health concerns, the category needs to offer more competitive products, either by focusing on price and promotions or delivering products with higher added value that bring innovations in terms of flavor, appearance and consumption experience, or in ...

Healthy Eating Trends - Brazil

“In addition to physical wellbeing, consumers buy healthy food and drinks in order to have the benefits of mental/emotional wellbeing and healthy aging. Brands and companies need to develop products that meet these demands, making them more democratic, since Brazilians from all socioeconomic groups already understand that eating healthy ...

August 2019

Brazilian Lifestyles - Brazil

“This year has been full of uncertainties for Brazil. Waiting for significant economic reforms, such as the pension system, which is still under discussion in Congress, companies have postponed investments, delaying the creation of jobs and the gradual recovery of the economy. Companies should keep following the strategies that have ...

June 2019

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 ...

February 2019

Snacking Consumption Habits - Brazil

“One of the main challenges for the snacks market in the coming years is reducing salt and sugar content from products (due to legal requirements and consumer demand) while keeping an attractive taste. Agreements signed by the industry with the government for the reduction of substances such as salt and ...