

## Regional Lifestyles - Brazil - December 2013

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– Sheila Salina, Lifestyle Analyst

This report looks at the following areas:

- Is there a greater or lesser influence of regional brands/producers in different categories in different regions? What are the categories in which local brands stand out and why?
- Which services, in each region, are more often used because of their location? And which services could be explored most efficiently?
- What are the reasons behind Brazilians' choice of where to live? What is the predominant lifestyle of each region? How can companies tap into regional profiles in order to increase their market penetration?
- Is there a preference for regional producers, flavors, aromas and food brands? How relevant and how much does this influence consumption?

The consumer habits of Brazilians vary from region to region in accordance with their main demographic profiles and culture, as well as their economic and social situation. The South region, for example, is as developed as the South-East, but it is similar to the North-East in terms of traditional habits and the bond among those who share the same family values. The Central-West and South-East populations are more focused on professional growth and financial progress. But while the first prioritizes quality of life, the latter has become a multicultural center with global consumption.

Companies and brands interested in competing in specific regional markets must be aware of what defines each region. The North-East is without a doubt one of the most interesting regions in terms of business investment and consumer demand, but it is also the region that most stands out in terms of consumers' preferences and attitudes. In order to attract these consumers companies need to respect their culture and environment, offering affordable prices and more social interaction.

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