

Marketing to Moms - Brazil - November 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Representing nearly six in 10 Brazilian women, mothers are a lucrative group of consumers; they are investing more in their careers (which means income enhancement) and putting more expectations on products and services with quality and convenience benefits in order to help them juggle the work/life balance.”

– Sheila Salina, Senior Lifestyle Analyst

This report looks at the following areas:

- What are the most prominent demographic characteristics of Brazilian mothers? And what are their main social behaviors in relation to this information?
- What are the most common activities related to being a mother? Have mothers been spending more or less time on certain activities in the last 12 months? And what do they take into consideration when prioritizing these activities?
- How have their buying habits changed after they became mothers? Do they show a more emotional or rational behavior? What do they expect from products and services targeted at moms and their children?
- What are Brazilian mothers' habits and attitudes? What are the main differences between these profiles? Which attributes define each profile?

This report aims to address the demographic information, buying habits, differences and similarities about the behavior of Brazilian mothers. There is special focus on their daily routines and a specific analysis of marketing activities that can be developed by companies based on this information.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market