Marketing to the Middle Classes - Brazil - March 2013

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"This group is often called 'emerging,' in the sense that these consumers have a great potential for purchasing value-added products and services in addition to regular ones. However, with so many possibilities of making their 'consumption dreams' come true, the majority of Brazilians today are in debt, with big parts of their incomes tied to debt repayments"
– Sheila Salina, Senior Lifestyle Analyst

In this report we answer the key questions:

- What are the work situation and income prospects of consumers from socioeconomic group C?
- What are the reasons behind the lack of skilled workers in the job market?
- What are the main leisure and entertainment activities of consumers from this socioeconomic group?
- What do consumers from this socioeconomic group plan to buy in the short and long terms?
- How is their current financial situation and what can be done for consumption levels to be maintained?

The socioeconomic emergence of the new middle class is having an impact on market relations in the country. To meet this large demand, public and private sectors are trying to expand infrastructure, production, and supply systems. There are more jobs available, more leisure opportunities, private housing, product brands, better access to essential items, and the possibility of accessing aspirational products. The great challenge lies in maintaining quality, especially when it comes to functional performance of what is delivered to consumers and in the training of people who are at the 'front line' of these services.

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