

## Consumer Spending Habits - Brazil - September 2014

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

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“The majority of Brazilians are interested in promotional prices offered by stores and brands. Promotions that offer real financial savings, free samples/gifts meet the demand of lower-mid income consumers, who are highly attracted to new proposals, willing to research and look for stores that offer these types of promotions.”

– Sheila Salina, Senior Lifestyle Analyst

This report looks at the following areas:

- What were the promotions and discounts most used by Brazilians in the last six months?
- What are Brazilian's habits in relation to promotions and bargains? Which store/brand promotional actions did they use when shopping in the last six months?
- What are the attitudes more linked to promotions and bargains?

This report covers mainly the following four areas: most used price promotions in the last six months; shopping habits related to brand vs price; the habit of looking for promotions and the use of the internet for that purpose; most used types of types of shop/brand promotions in the last six months, and Brazilians' target groups according to attitudes related to promotions and bargains.

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