

Leisure Time - Brazil - August 2014

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“The leisure market in Brazil is wide-ranging and it involves out-of-home as well as at-home activities that consumers do with their family, friends, alone or using technology.”

– Sheila Salina, Senior Analyst

This report looks at the following areas:

- Which were the most popular out-of-home leisure activities in Brazil over last month?
- Which were the most popular at-home leisure activities in Brazil last week?
- How do Brazilians use technology and internet as leisure?
- What are Brazilians' most common attitudes toward leisure?

One of the most popular leisure activities amongst Brazilians is electronic gaming, which generated approximately 850 million reais with the sale of games software in the country in 2013 (an increase of almost half compared to the previous year). The number of visitors to theme/amusement parks also grew over the past two years and should keep growing at a steady pace over next five years, thanks to investments in modern and safe attractions and in smaller areas, such as part of shopping malls, which are visited by almost a fifth of the population.

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

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Table of Contents

Introduction

Definitions
Leisure market
Abbreviations

Executive Summary

The market

Figure 1: Brazil retail sales of toys and games, 2009-19
Figure 2: Number of visitors (in million) in Brazilian theme/amusement parks, 2009-19

Companies, brands, and innovations

Global brands are leaders in the toys and games market, with national factories and partnerships
Figure 3: Leading brands' retail shares in the toys, traditional games and electronic games market, Brazil, 2013

Water parks enjoy an increasing market share in 2013

Figure 4: Leading companies' shares in the theme/amusement parks market, Brazil, 2012-13

The consumer

Dining and drinking out, cinema, shows/concerts, and nature are the main out-of-home leisure activities in Brazil
Figure 5: Out-of-home leisure activities, May 2014

Audio-visual content stands out in at-home leisure activities

Figure 6: At-home leisure activities last week, selected activities, May 2014

Mobile internet and online games are potentially attractive entertainment tools

Figure 7: Usage of internet as leisure, May 2014

Most popular types of leisure activities among Brazilians: intelligent, family oriented, convenient, and easily accessible

Figure 8: Target groups according to attitudes toward leisure, May 2014

What we think

Key points

Games represent opportunities for entertainment and technology brands targeted at young male adults

The facts

The implications

Audio-visual content is appealing to parents and can expand online

The facts

The implications

Trend Application

Trend: Immaterial World

Trend: Mood to Order

Who's Innovating?

Key points

Theme parks are a strong feature in shopping malls

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Toys and games invest in World Cup-inspired launches
Gyms can use technology as a way to promote well-being

Market and Forecast – Toys and Games

Key points

In 2013 sales remained at similar growth levels as 2012

Figure 9: Retail value sales of toys and games in Brazil, by segment, 2009-13

Category will tend to slow down in the next five years with the end of sporting events and the maturing of the electronic games market

Figure 10: Retail value sales of toys and games in Brazil, 2009-19

Figure 11: Retail value sales of toys and games in Brazil, 2009-19

Market and Forecast – Theme and Amusement Parks

Key points

Number of visitors grew 10% from 2012-13

Figure 12: Number of visitors (in million) per year in Brazilian theme/amusement parks, 2010-13

Investments in new attractions and units will attract more visitors in the next few years

Figure 13: Number of visitors (in million) per year in Brazilian theme/amusement parks, 2009-19

Figure 14: Number of visitors (in million) in Brazilian theme/amusement parks, 2009-19

Factors used in the forecast

Market Share – Toys, Games, and Theme/Amusement Parks

Key points

Global brands lead the market with national factories and partnerships

Figure 15: Leading brands' retail shares in the toys, traditional games and electronic games market, Brazil, 2013

Water parks stand out in terms of market share in 2013

Figure 16: Leading companies' shares in the theme/amusement parks market, Brazil, 2012-13

Companies and Brands

Hopi Hari (theme park)

Beach Park (Aquatic Park)

Mattel (toys)

Estrela (toys)

The Consumer – Out-of-home Leisure Activities

Key points

Dining and drinking out, cinema shows/concerts are among the main out-of-home activities in Brazil

Figure 17: Out-of-home leisure activities, May 2014

Implications

Music shows/festivals is a popular leisure activity among young adults

Figure 18: Agreement with statement 'I have been to a music concert/festival last month', by age group, May 2014

Implications

Parents take part in fewer out-of-home leisure activities than adults with no children

Figure 19: Selected out-of-home leisure activities, by adults with children and adults with no children, May 2014

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Implications

The Consumer – At-home Leisure Activities

Key points

Audio-visual contents are popular at-home leisure activities

Figure 20: At-home leisure activities in the last week, selected activities, May 2014

Importance given to TV, internet or DVD varies by age group

Figure 21: At-home leisure activities in the last week, by selected activities, by age group, May 2014

Implications

Internet as a leisure activity at home goes beyond social networks

Figure 22: At-home leisure activities in the last week, by selected activities, May 2014

Implications

The Consumer – Internet and Leisure

Key points

Brazilians are interested in mobile internet as a leisure option that can be accessed anytime

Figure 23: Internet as leisure, May 2014

Figure 24: internet as leisure, selected attributes, by how internet was accessed in the last three months, May 2014

Implications

Online gaming has the potential to appeal to adults aged 16-24

Figure 25: internet as leisure, selected attitude, by gender and selected age groups, May 2014

Implications

The Consumer – Target Groups – General Attitudes toward Leisure Habits

Key points

The four target groups

Figure 26: Target groups according to attitudes toward leisure, May 2014

Intelligent Leisure (19% - Group 1)

Implications

Who are they?

Family leisure (20% - Group 2)

Implications

Who are they?

Convenient leisure (35% – Group 3)

Implications

Who are they?

Easily accessible leisure (26% – Group 4)

Implications

Who are they?

Appendix – Market and Forecast – Toys and Games

Figure 27: Best- and worst-case scenario for the estimates of the market value of toys and games, in retail, 2014-19

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Appendix – Market and Forecast – Theme Parks and Amusement

Figure 28: Best- and worst-case volume forecast (number of visitors/per year in million) in the theme/amusement park market, 2014-19

Appendix – Out-of-home Leisure Activities

Figure 29: Out-of-home leisure activities, May 2014

Figure 30: Out-of-home leisure activities, by demographics, May 2014

Figure 31: Out-of-home leisure activities, by demographics, May 2014 (cont.)

Figure 32: Out-of-home leisure activities, by demographics, May 2014 (cont.)

Repertoire Analysis

Figure 33: Out-of-home leisure repertoire, April 2014

Figure 34: Out-of-home leisure repertoire, by demographics, April 2014

Figure 35: Out-of-home leisure activities, by out-of-home leisure repertoire, May 2014

Appendix – At-home Leisure

Figure 36: At-home leisure activities, May 2014

Figure 37: At-home leisure activities, by demographics, May 2014

Figure 38: At-home leisure activities, by demographics, May 2014 (cont.)

Repertoire analysis

Figure 39: At-home leisure repertoire, May 2014

Figure 40: At-home leisure repertoire, by demographics, May 2014

Figure 41: At-home leisure activities, by at-home leisure repertoire, May 2014

Appendix – General Attitudes toward Leisure Activities

Figure 42: Attitudes toward leisure activities, May 2014

Appendix – Internet and Technology as Leisure

Figure 43: Internet and technology as leisure, May 2014

Figure 44: Internet and technology as leisure, by demographics, May 2014

Figure 45: Internet and technology as leisure, by demographics, May 2014 (cont.)

Figure 46: Internet and technology as leisure, by access to the Internet in the last 3 months, May 2014

Appendix – Target-Groups Analysis – Attitudes toward Leisure Time

Figure 47: Target-groups, May 2014

Figure 48: Target-groups, by demographics, May 2014

Figure 49: Out-of-home leisure activities, by target-groups, May 2014

Figure 50: At-home leisure activities, by target-groups, May 2014

Figure 51: Attitudes toward leisure activities, by target-groups, May 2014

Figure 52: Internet and technology as leisure, by target-groups, May 2014

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