

## 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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The facts

The implications

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Trend: Mood to Order

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Who are they?

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##### Implications

Who are they?

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Who are they?

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