

Shopping Trends - Brazil - November 2014

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

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“Brazilians seek variety when shopping, and very few stick to one single shopping avenue. They are supported by a very vast network of stores, including more than 80,400 supermarkets/hypermarkets and 505 shopping centers. Online buyers also have extensive choice, with more than 21,000 certified online shops”
– Victor Fraga, Senior Analyst

This report looks at the following areas:

- Anything, anywhere, anytime
- Opening a sea of opportunities

This reports analyzes shopping trends across both online and offline (bricks-and-mortar) channels in Brazil.

This includes customer behavior and attitudes in relation to various products and services, retail avenues, the factors influencing their decision to shop at one retailer over another (such as the services and facilities available in-store) and their product selection criteria (such as brand, delivery and physical attributes such as weight and smell).

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Mintel Futures: Access Anything, Anywhere

Issues and Insights

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