

Marketing to Singles - Brazil - January 2015

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“The segment of products and services focused on singles has become quite attractive for brands, services, and supermarkets, as the number of singletons keep growing, reaching nearly half the population.”
— Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Specific products for singles
- Dining alone

According to the latest release of IBGE's Pnad survey, in 2013 Brazil had over 70 million singles, significantly more than in the previous year. The total number of married people had a reduction of around 700,000, more than a 1% reduction in the previous year, staying at around 60 million people.

Brazilians are also taking their time to enjoy a single life. The average age that the single Brazilian gets married went up by two years on average between 2011 and 2012. Brazilian citizens have now more chances to study and get a degree, so they want to start and develop a career as soon as possible. Households are also getting smaller.

Companies and service providers should take a different approach to those people as they differ in habits and preferences from people with a partner.

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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

Definition

Abbreviations

Executive Summary

Market drivers

Companies, Brands, and Innovation

The consumer

What we think

Issues and Insights

Specific products for singles

The facts

The implications

Dining alone

The facts

The implications

Trend Applications

Click and Connect

The Power of One

Old Gold

Market Drivers

Key points

More and more singles

Figure 1: Civil status, Brazil, 2013

Brazilians are getting married later

Single houses

Smaller households

Figure 2: Households with one person, Brazil, 2011

Celebrating Dia do Solteiro (Single's Day)

Who's Innovating?

Key points

The Single Flower

Single-traveler specialists

Products for singles

Figure 3: Examples of small/portioned packages

Figure 4: Galateo & Friends salt tablets, Italy, June 2011

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The Consumer – Everyday Habits

Key points

Health habits

Figure 5: Everyday habits, October 2014

Figure 6: Everyday habits, October 2014

Appearance habits

Figure 7: Everyday habits, October 2014

Figure 8: Everyday habits, by gender, October 2014

Spending habits

Figure 9: Everyday habits, October 2014

Budgeting habits

Figure 10: Everyday habits, by budgeting habits, October 2014

Figure 11: Everyday habits, by budgeting habits and by gender, October 2014

Leisure habits

Figure 12: Everyday habits, October 2014

Figure 13: Everyday habits, October 2014

The Consumer – Expenditure of Extra Money

Key points

Spending money with leisure

Figure 14: Expenditure of extra money with leisure, October 2014

Figure 15: Expenditure of extra money with leisure, by gender October 2014

Figure 16: Expenditure of extra money with leisure, by age, October 2014

Spending money with beauty and personal care products and services

Figure 17: Expenditure of extra money with BPC, October 2014

Figure 18: Expenditure of extra money with BPC, by gender, October 2014

Spending money going out

Figure 19: Expenditure of extra money with going out, October 2014

Figure 20: Expenditure of extra money with going out, by gender, October 2014

The Consumer – Spending Free Time

Key points

Spending time with family

Figure 21: Spending free time, October 2014

Figure 22: Spending free time, by gender, October 2014

Spending time with friends

Figure 23: Spending free time, October 2014

Figure 24: Spending free time, by gender, October 2014

Spending time by myself

Figure 25: Spending free time, October 2014

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Figure 26: Spending free time, by gender, October 2014

Figure 27: Spending free time, by age, October 2014

The Consumer – Attitudes towards Lifestyle

Key points

Figure 28: Attitudes of singles towards lifestyle, October 2014

Free to exercise

Free to spend

Free to do whatever comes to mind

Cluster Analysis

Optimistic Singles

Demographics

Characteristics

Opportunity

Unattached Pessimists

Demographics

Characteristics

Opportunity

Pressured Solos

Demographics

Characteristics

Opportunity

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