

The Time-Pressed Consumer - Brazil - October 2015

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

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“Brazilians are searching for ways to save time, whether through convenient food options, 24-hour beauty services, multifunctional and quick-to-apply personal care products, or looking for alternatives to avoid traffic congestion and long queues.”

– Renata Pompa de Moura, Research Manager

This report looks at the following areas:

- What activities are consumers doing less given the lack of time?
- What are consumers doing in order to save time?
- How are consumers' eating and personal care habits changing?
- What time-saving technology are consumers using and what are their main interests?

This report builds on the analysis presented in Mintel's *Time-Pressed Consumer – Brazil, June 2013* report. The consumer research for this report was commissioned by Mintel to assess consumer current lifestyles and their attitudes towards time in Brazil. Research was carried out by Ipsos Observer Brazil among 1,500 adults aged 16+ in August 2015 (see Research Methodology Brazil for more information). Detailed demographics are given in the Databook.

In particular the report tracks whether consumers have changed their lifestyles in order to save time, what activities they are doing less, and what alternatives and technologies they are using or would like to use to help organize and save their time.

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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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33% of Brazilians avoid going to places with queues

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