

The Brazilian Economy - Changes in Saving and Spending Habits - Brazil - July 2016

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“The recession, with higher inflation and interest rates, more difficult access to credit, and rising unemployment has made consumers change their spending and saving habits. While consumers look for deals, plan their purchases, and cut back on nonessential items, they are also being more careful when it comes to getting in debt and prioritizing saving for emergency situations.”
 – Renata Pompa de Moura, Research Manager

This report looks at the following areas:

- Targeting those that feel bad when they overspend
- Outlet malls have potential to target moms
- Are Brazilians ready for wearable payment devices?

The deep recession affecting the country has made consumers rethink their priorities, cut back on their spending, plan their purchases, and adopt more conservative payment methods that allow them to keep better control of their spending. In this context, financially educating consumers is key to helping them feel more confident about using electronic and digital payment methods as well as keeping the habit of saving.

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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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