

## Brazilian Lifestyles - Spending Habits - Brazil - June 2017

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“Many Brazilians are still dealing with unemployment, having to change their spending habits during the current economic crisis. Although they are willing to pay off debts and save money for the future, many consumers still spend extra money on entertainment and leisure activities (such as eating out).”

– Naira Sato, Research Analyst

This report looks at the following areas:

Brazil is still going through a period of economic recession, and a number of factors are holding back its economic recovery. In spite of that, some categories can be highlighted. As food inflation is falling, for example, more Brazilians may be encouraged to eat out more often. Even in debt, the Brazilian consumers are still willing to spend money on entertainment activities when they have a little extra cash, while women are spending more on hair products as they do more salon treatments at home. Pharmaceuticals and OTCs have also grown as the population gets older, with a higher prevalence of health problems and also the proliferation of diseases such as yellow fever, dengue, Zika, and chikungunya. Despite the crisis, there are still many opportunities to be explored in Brazil.

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