

## Busy Lifestyles - Brazil - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

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“As consumers look for ways to adopt healthy eating habits, combat stress, and make better use of their time, there are opportunities for brands and companies to create products and services that help them achieve these goals. Offering assistance in these areas will probably enhance consumers’ appreciation and potentially improve sales.”

— **Andre Euphrasio, Research Analyst**

This report looks at the following areas:

- **Brazilians feel the negative impact of traffic congestions**
- **Stress is a relevant problem among consumers**

Brazilian consumers are trying to save time, by means of organizing the agenda to avoid traffic, opting for convenient food and drinks, or using multifunctional personal care products, for example.

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### DID YOU KNOW?

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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Brazilians are doing more DIY activities

Young Brazilians are replacing meals for snacks

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Time for personal care is scarce

Brazilians are looking for online help

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