

Retail Drivers - Brazil - December 2017

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“Low price is a major influencing factor among Brazilian consumers, but retailers can explore other ways to appeal to them. Shopping centers and stores capable of creating a pleasant experience, with high-quality customer service and comfortable environment, have great potential to attract consumers.”

– **Andre Euphrasio, Research Analyst**

This report looks at the following areas:

Transforming shopping centers into more pleasant environments, with green areas and places to sit, for example, is essential to succeed in this very competitive segment. In addition to low prices and good location, consumers want to go shopping in an enjoyable manner, having a good time.

It is also essential that companies use social media channels, such as Facebook and Instagram, to get closer to their customers, promoting new products and offering online customer service.

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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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