

## Marketing to the Middle Classes - Brazil - January 2018

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“The Brazilian middle class is still cautious toward spending and consumption and are looking to save money when shopping and are also doing at home. Online discounts and loyalty programs offer customized promotions and price comparison, but there are barriers putting consumers off these benefits.”

– Ana Paula Gilsogamo, Food & Drinks Analyst

This report looks at the following areas:

- Economic instability, especially among young people, affects the middle class
- Limitation of some purchasing methods that generate discounts
- The Brazilian economy improves
- Teaching forms of entertainment, personal care, and eating at home appeal to the middle classes
- Consumers are interested in exclusive experiences and personalized discounts

The gradual improvement of Brazil's economy means the middle class is expected to be more optimistic about consumption. However, the recession of the past few years and the unemployment rate, which is still high, can keep holding spending back, as consumers are still looking for different ways to save money and should continue doing so over the next few years.

Brands need to invest in strategies to attract these consumers by offering unique experiences and customized discounts, for example, as well as encouraging consumers from the C12 socioeconomic group to take advantage of benefits, services, and online loyalty programs, which are still very limited.

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Consumers are interested in exclusive experiences and personalized discounts

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