

## Lifestyles of Millennials - Brazil - May 2018

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“Millennials have been directly impacted by the economic recession and the high levels of unemployment. On the one hand, this situation drives them to live in their parents’ house for longer and to demonstrate a pessimistic perception about the future of the country’s economy.”

– Ana Paula Gilsogamo, Research Analyst

This report looks at the following areas:

On the other hand, it motivates them to develop an entrepreneurial attitude and to be confident about their individual achievements, regardless of external factors linked to the economy and government actions. Brands and companies could, therefore, help Millennials reach their individual goals, either stimulating entrepreneurial behavior or assisting in everyday tasks they do not feel confident to carry out, such as cooking meals from scratch or doing minor repairs at home. In order to be part of the Millennials’ life, it is important to interact with them online, as well as promote experiences that help them interact with friends and family in person.

- **Recession and unemployment affect Millennials’ expectation about the economy but stimulate entrepreneurship and confidence in their individual achievements**
- **As Millennial have taken longer to leave their parents’ house, they may feel more insecure when performing domestic tasks**
- **Brands and companies have the challenge of communicating with Millennials, who despite being more connected, also seek in-person experiences**

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Young people are the most affected by unemployment  
Brazilians have postponed leaving their parents' house

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Young people are the most affected by unemployment  
Brazilians have postponed leaving their parents' house  
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Products advertised as gender-neutral can positively impact Millennials

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Helping Millennials to get off-line can be a good opportunity  
Housekeeping services can facilitate the routine of Millennials  
Millennials are optimistic about their individual achievements

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Abbreviations

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