

Marketing to Young Adults - Brazil - June 2019

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This report looks at the following areas:

- The high number of "NEETs" reflects how insecure Gen Z feels about their professional future and impacts their purchasing power
- Gen Z is more likely to boycott brands and products associated with scandals
- Depression and anxiety may be aggravated by the need to fit in socially and social media exposure
- Brands and companies need to adapt to Gen Z young adults, who prefer online shopping and delivery services

Young adults from Generation Z (aged 16–20) currently represent 8% of the Brazilian population, a smaller demographic group compared to older generations. This demographic group is expected to reach 18% of the population in 2029 when the age range will vary from 18 to 30 years old, a large proportion of the economically active population, thus an important part of consumers. It is important, therefore, to understand the preferences, interests and habits of these young adults so brands and companies can prepare to meet their demands in a more competitive way in the near future. In addition, even though Gen Z consumers are not responsible for all their shopping, they have a significant influence on the purchase decisions at home, especially when it comes to clothing, electronic devices, food and drinks, and beauty and personal care products.



"Generation Z will become a relevant demographic group in the coming years when it comes to the consumer population. It currently has a great influence on purchase decisions in a number of categories, so it is expected their habits and preferences will increasingly impact the market."

**- Ana Paula Gilsogamo,
Research Analyst**

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