

Brazilian Lifestyles - Dealing with Uncertainty - Brazil - August 2019

Report Price: £2958.60 | \$3995.00 | €3329.61

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“This year has been full of uncertainties for Brazil. Waiting for significant economic reforms, such as the pension system, which is still under discussion in Congress, companies have postponed investments, delaying the creation of jobs and the gradual recovery of the economy.”

— **Marina Ferreira, Research Analyst**

This report looks at the following areas:

- Brazil's economy and impactful factors over it
- Education levels and the consequences of an aging population
- Categories overview: what happened and what's next for food (in and out of home), non-alcoholic beverages, alcoholic beverages (at home and on premise), health and wellbeing and personal finance
- Brazilians' financial situation and expectation for the future
- Expectations about the country's situation
- Behaviors toward relationship with brands
- Purchase behavior in past 12 months and over next 12 months

Companies should keep following the strategies that have been successful in recent years and at the same time open the possibility for new products and services to be offered. Despite the difficult scenario, consumers are optimistic about the future, and some of them are likely to start buying more expensive products again.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Economy

Brazil's economy risks 'technical recession' in 2019

Population is divided about the country's future when it comes to the prices of products and services

Brazilians are optimistic about their future financial situation, but recovering pre-recession levels of consumption is unlikely

New rules are expected to facilitate the access to credit for consumers with good payment history and can heat the market

Food and drinks

Food and drinks that offer physical and emotional benefits should grow in Brazil

Restaurants have the challenge of attracting consumers in a scenario of insecurity, expansion of delivery services and high prices

Concerns over sustainability should impact the market of food and drinks

Beverage sector can invest in products positioned for different consumer segments

Beauty and personal care

Natural ingredients should be even more present in products' formulations

Technology becomes indispensable for beauty brands to get closer to their customers

Premium beauty and personal care products have the opportunity to increase their presence in the North region

Demography

Pension reform may boost financial services for the elderly

What we think

Brazil Today – What You Need to Know

Brazil's economy risks "technical recession" in 2019

Approximately seven out of 10 Brazilians won't contribute to the pension system in 2060

The Economy

Brazil's economy risks "technical recession" in 2019

Figure 1: Brazil's GDP variation by quarter

Unemployment rate remains high and increases the number of informal workers

Figure 2: Informal workers aged 14+ (excluding domestic workers) – Brazil, 2013-18

One of the main inflation drivers in 2018, truck drivers' strike may have a new episode in 2019

Figure 3: Extended National Consumer Price Index – Variation accumulated in 2018

The Population

Educational levels have been rising in Brazil and may increase the purchasing power of the population in the future

Figure 4: Distribution of people aged 14+ by level of education – Brazil, 2016-17

Figure 5: Average hourly earnings in the main job by level of education – Brazil, 2017

Approximately seven out of 10 Brazilians won't contribute to the pension system in 2060

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Categories Overview – Food: In-home and Out-of-home

What you need to know

What we think

Highlights

Brazilians see food as a way of improving their physical and emotional wellbeing

Brazilians have been more interested in alternatives to animal meat

Figure 6: Environmental impact: Beyond Burger vs. animal meat hamburger

Diversification can further expand delivery services

Figure 7: Taco Bell's Party Packs

Interaction between brands and categories brings innovative textures and flavors to the market

Figure 8: Kit Kat Burrito

Challenges

Despite health concerns, Brazilians find it difficult to keep healthy habits

Figure 9: Desrotulando app

New nutritional labeling rules and agreements aimed at reducing sugar and sodium levels impose the challenge of maintaining the flavor for indulgent categories

Figure 10: Models of nutritional labeling being evaluated by Anvisa

Figure 11: Arcor campaign

Restaurants have the challenge of attracting consumers in a scenario of insecurity, expansion of delivery services and high prices

Figure 12: Namakura.ke dishes and cocktails

The future

Concerns over sustainability should impact the market when it comes to food waste

Figure 13: The Surplus Food Karma app

Figure 14: Wasteless Sell More

After delivery services, "grab-and-go" format seems to be the next step when offering convenience to consumers

Figure 15: Burger King Express

Figure 16: Zaitt store in São Paulo

Figure 17: Ofner To Go Mustard Baguette

As Brazilians are living longer, brands and companies can stimulate the consumption of healthy food and drinks focused on prevention and long-term benefits

Key consumer findings

Categories Overview – Non-alcoholic Drinks

What you need to know

What we think

Highlights

Industry focuses on functional benefits to boost consumption of non-alcoholic drinks

Drinks with high content of protein stand out in the national market

Figure 18: Launches of non-alcoholic drinks* with high-protein content – Worldwide, 2014-18

Categories seen as less healthy have invested in seasonal drinks and limited editions to retain customers

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Challenges

Agreement aimed at reducing sugar content brings challenges to the sector

Figure 19: Sprite campaign

Figure 20: Coca-Cola campaign

Brands and companies need to be more transparent about ingredients, origins and production methods

Figure 21: Tetra Pak app

Ban on plastic straws is contributing to change the consumer behavior toward sustainability

Figure 22: Água da Pedra campaign

The future

Organic drinks should gain space as discussions about pesticides grow

Healthy drinks aimed at children can have a boom in the coming years

Visual aspect will be increasingly valued in the drinks sector

Figure 23: Gold Brew Nitro campaign

Figure 24: Batch Organics cup

Key consumer findings

Categories Overview – Alcoholic Drinks at Home and On-premise

What you need to know

What we think

Highlights

Brands are investing in extensions to other categories and licensing to attract new audiences

Craft beer brands acquired by major manufacturers are investing in immersive experiences to keep their value

Figure 25: Colorado's Bar do Urso

Figure 26: Colorado's products

Growing consumption of alcoholic drinks among women is an opportunity for the market

Figure 27: Percentage of women aged 18+ who have consumed four or more doses of alcoholic drinks on a single occasion in the previous month, by age – Brazil, 2013-17

Figure 28: Beer campaign

Figure 29: Cervejaria Feminista's beers

Challenges

Economic instability and low purchasing power of the population affect the price of alcoholic drinks

Figure 30: Purchase behavior in past 12 months – Brazil, March 2019

Figure 31: Extended National Consumer Price Index – Variation accumulated in 2018 – Specific sectors

Aging population represents a barrier to the consumption of alcoholic drinks

The future

Segmenting alcoholic drinks for different consumption occasions at home is an opportunity for the sector

Consumers have an interest in becoming experts in their favorite alcoholic drinks

Figure 32: Eisenbahn reality show

Key consumer findings

Categories Overview – Health and Wellbeing

What you need to know

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What we think

Highlights

Technology becomes indispensable for brands to get closer to their customers

Figure 33: Sense.ly chatbot

Figure 34: Florence chatbot

Mobile phones can become the main device to purchase products

Aging population brings many opportunities to the market

Challenges

Beauty and personal care products should focus on sustainability

Figure 35: Angle Razor, UK

Natural ingredients should be even more present in products' formulations

The future

Products that protect the skin against external aggressors will stand out

Updating social media and thinking about the visual aspect of the products should become part of the routine of all companies of the segment

Figure 36: Charlotte Tilbury, London

Key consumer findings

Categories Overview – Personal Finance

What you need to know

What we think

Highlights

New rules are expected to facilitate the access to credit for consumers with good payment history and can heat the market

Traffic jams and fuel's price may be contributing to increase the demand for transport alternatives

Figure 37: Bike Itaú

Figure 38: Yellow bikes

Figure 39: Movida bikes

Education spending freeze can encourage private companies that operate in the sector of distance learning

Figure 40: Cruzeiro do Sul University distance graduation fees

Figure 41: Anhanguera University fee

Figure 42: Uninove distance learning fee

High number of "app drivers" transforms Brazil's automotive market

Figure 43: Uber partnership with car rental companies

Figure 44: Localiza Driver

Challenges

High dollar imposes barriers to the purchase of imported products

Figure 45: Average R\$/US\$ commercial exchange rate (sales value), January 2013-January 2019

Figure 46: PayPal prepaid card

The future

Cashless payments should become more present in the market

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Figure 47: Itaú partnership with Apple Pay

Key consumer findings

The Consumer – What You Need to Know

- Brazilians aged 45-54 are more likely to feel their financial situation is much worse
- Millennials are more confident their financial situation will improve in the short term, which can boost premium products
- Brazilians are afraid of losing their social security rights
- Brazilians are still little engaged with initiatives that involve brands
- Brazilians hold consumption of nonessential food back to avoid changing brands and categories
- Premium beauty and personal care products have the opportunity to increase their presence in the North region

Current Financial Situation

- Almost a third of Brazilians feel their financial situation is worse
 - Figure 48: Current financial situation, by type of situation – Brazil, March 2019
- Brazilians aged 45-54 are more likely to feel their financial situation is much worse
 - Figure 49: Current financial situation, by age – Brazil, March 2019
 - Figure 50: Santander Duo account
 - Figure 51: SumUp solution

Financial Situation over the Next 12 Months

- Brazilians are optimistic about their personal finances but worried about the stagnation of the purchasing power
 - Figure 52: Financial situation over the next 12 months – Brazil, March 2019
 - Figure 53: Kimberly Clark campaign
- Millennials are more confident their financial situation will improve in the short term, which can boost premium products
 - Figure 54: Financial situation over next 12 months, by generation – Brazil, March 2019

Expectations about the Country's Situation

- Brazilians are afraid of losing their social security rights
 - Figure 55: Expectations about the country's situation – Brazil, March 2019
 - Figure 56: One Reverse Mortgage calculator
- Population is divided about the country's future when it comes to the prices of products and services
 - Figure 57: Expectations about the country's situation – Brazil, March 2019
 - Figure 58: Bike Itaú campaign
- Young men believe average salaries will improve in the coming years
 - Figure 59: Expectations about the country's situation, by gender and age – Brazil, March 2019

Behaviors toward Relationship with Brands

- Brazilians are still little engaged in initiatives that involve brands
 - Figure 60: Behaviors toward relationship with brands – Brazil, March 2019
 - Figure 61: AMA water
 - Figure 62: AMA partnership with Rappi
- Complaining about a brand on social media is a behavior present in all generations
 - Figure 63: Behaviors toward relationship with brands, by generation – Brazil, March 2019

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 64: Nubank NuCommunity

Figure 65: Nubank comparison

Brands need to think how C12 and DE consumers access their content

Figure 66: Behaviors toward relationship with brands, by socioeconomic group – Brazil, March 2019

Figure 67: Differences between Uber and Uber Lite apps

Purchase Behavior in Past 12 Months

Consumers prioritize price when buying primary food products

Figure 68: Purchase behavior in past 12 months – Brazil, March 2019

Brazilians hold consumption of nonessential food back to avoid changing brands and categories

Figure 69: Purchase behavior in past 12 months – Brazil, March 2019

Figure 70: Bacio di Latte loyalty program

Consumers whose financial situation has improved have purchased from a brand they haven't bought in a long time

Figure 71: Purchase behavior in past 12 months, by current financial situation – Brazil, March 2019

Figure 72: Omo unboxing action

Purchase Behavior over the Next 12 Months

One in every four Brazilians doesn't plan to purchase non-alcoholic drinks over the next year

Figure 73: Purchase behavior over next 12 months – Brazil, March 2019

Premium beauty and personal care products have the opportunity to increase their presence in the North region

Figure 74: Purchase behavior over next 12 months, by region – Brazil, March 2019

Households with children plan to replace cleaning products with cheaper alternatives

Figure 75: Purchase behavior over next 12 months, by children in the household – Brazil, March 2019

Appendix – Abbreviations

Abbreviations

Appendix – Market Size

In-home food

Figure 76: Retail sales in value, 2013-18

Out-of-home food

Figure 77: Retail sales in value, 2013-18

Non-alcoholic drinks

Figure 78: Retail sales in value, 2013-18

In-home alcoholic drinks

Figure 79: Retail sales in value, 2013-18

Out-of-home alcoholic drinks

Figure 80: Retail sales in value, 2013-18

Beauty and personal care

Figure 81: Retail sales in value, 2013-18

OTCs and pharmaceuticals

Figure 82: Retail sales in value, 2013-18

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Household care

Figure 83: Retail sales in value, 2013-18

Home and garden

Figure 84: Retail sales in value, 2013-18

Clothing and accessories

Figure 85: Retail sales in value, 2013-18

Transport

Figure 86: Retail sales in value, 2013-18

Vacations

Figure 87: Retail sales in value, 2013-18

Technology and communications

Figure 88: Retail sales in value, 2013-18

Leisure and entertainment

Figure 89: Retail sales in value, 2013-18

Personal finance and housing

Figure 90: Retail sales in value, 2013-18

Miscellaneous items

Figure 91: Retail sales in value, 2013-18

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