

Busy Lifestyles - The Search Continues to Grow for Practical and Convenient Solutions - Brazil - December 2019

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“Brazilians have an intense routine, and as a consequence have little time to take care of their physical and mental wellbeing. The lack of physical activity, in addition to opting for practical instead of healthy food and working extra hours, makes them feel stressed, anxious and overwhelmed.”

– **Marina Ferreira, Research Analyst**

This report looks at the following areas:

- Lack of time is a barrier to physical and mental health
- Unequal housework causes stress among women
- Home office can improve workers' quality of life
- Economic scenario favors investment diversification
- Online services that save time gain momentum
- Alternative transport as a solution to save time

Brazilians have an intense lifestyle and have found themselves increasingly stressed and without time. In addition, they have been looking for resources that help them optimize their routines and solutions that bring greater convenience to daily tasks.

Brands and companies should offer products and services that help consumers find time to perform the activities they want and integrate these activities into their routine.

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Abbreviations

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