

February 2023

Marketing to Over-55s - Brazil

“Health care and wellness are priorities for Brazilians aged 55+, which represents opportunities for several categories of products and services to improve the quality of life of seniors. Adoption of technology relatively new to this age group has also brought benefits to this age group; however, more education is necessary ...

January 2023

Online x Offline Shopping - Brazil

“Physical stores have regained space with the reopening of businesses after the worst days of the pandemic are over, especially due to the absence of additional costs such as service and delivery fees. However, many consumers continue to use online channels for shopping and searching for brands and products, with ...

Marketing to Adults without Kids - Brazil

“The decision not to have children involves different issues and has an impact on consumers’ lifestyle and priorities. From aspects involving financial planning to the adoption of more flexible routines, adults without kids are a strategic audience with particularities that must be understood by the different segments. There are opportunities ...