

August 2017

Brazilian Lifestyles - Spending Habits - Brazil

“Many Brazilians are still dealing with unemployment, having to change their spending habits during the current economic crisis. Although they are willing to pay off debts and save money for the future, many consumers still spend extra money on entertainment and leisure activities (such as eating out). Some macroeconomic data ...

April 2017

Vitamins and Supplements - Brazil

“Vitamin, mineral, and supplement brands can benefit from reminding consumers of how, despite their best efforts, they may be falling short with nutrition, but can turn to these products for a solution.

Blurring with food and drink as well as using healthy and natural ingredients in product formulations can also ...