

January 2018

Retail Drivers - Brazil

"Low price is a major influencing factor among Brazilian consumers, but retailers can explore other ways to appeal to them. Shopping centers and stores capable of creating a pleasant experience, with high-quality customer service and comfortable environment, have great potential to attract consumers."

December 2017

Healthy Eating Trends - Brazil

"Brazilians are gradually adopting healthy eating habits. However, despite the intention to limit the intake of salt, sugar, meat and carbohydrates, for example, the majority of consumers still don't want to radically change their behavior. In this scenario, brands need to understand what consumers expect in terms of healthy eating ...

November 2017

Busy Lifestyles - Brazil

"As consumers look for ways to adopt healthy eating habits, combat stress, and make better use of their time, there are opportunities for brands and companies to create products and services that help them achieve these goals. Offering assistance in these areas will probably enhance consumers' appreciation and potentially improve ...