

May 2014

Brazilian Lifestyles 2014: Changing Consumption Habits - Brazil

“While many developed countries are still recovering from the 2008 global financial crisis, the Brazilian economy has been growing since 2010, driven by domestic demand, more specifically by middle-class families. If 2011 was a year of balanced development, with government measures to leverage this consumption, in 2012, at the height ...

January 1970

Marketing to the Middle Classes - Brazil

“Middle-class consumers are still the target of leading companies operating in Brazil, who are competing among each other for the chance to significantly increase their sales volume. However, Brazilian middle-class is diverse; subgroups within this socioeconomic group are in different financial situations, with their desires and expectations varying according to ...