

May 2022

Marketing to Young Adults - The Older Gen Z - Brazil

"Young adults from Generation Z have been severely impacted by the pandemic and economic issues in recent years, with a growing number of them neither studying nor working. In addition, social isolation has led them to use new technologies even more and dive into the online universe of games and ...

March 2022

Wellness Lifestyle - Brazil

"At a time when Brazil lacks structural bases to provide access to a better quality of life, brands and companies have room to act more actively with a focus on promoting wellbeing. The search for wellbeing involves everything that surrounds consumers, from structural elements such as food, work and personal ...

February 2022

Brazilian Pet Owners - Brazil

"Despite the price surge, Brazilian consumers continue to invest in the health and wellbeing of their pets, even if they seek ways to save money. The pet products categories should try to offer more affordable options to consumers and at the same time focus on health benefits for pets." ...