

May 2013

Marketing to the Middle Classes - Brazil

“This group is often called ‘emerging,’ in the sense that these consumers have a great potential for purchasing value-added products and services in addition to regular ones. However, with so many possibilities of making their ‘consumption dreams’ come true, the majority of Brazilians today are in debt, with big ...

February 2013

Healthy Lifestyles - Brazil

“Although a busier life makes people more likely to develop unhealthy habits, Brazilians are making some effort to combine healthy options with convenience. And, it is likely that this is being caused by continuous health campaigns by the government and partner organizations”

January 2013

Green Lifestyles - Brazil

“Brazilian consumers demonstrate low levels of commitment to some aspects of sustainability. Although Mintel research shows that six in 10 Brazilians consider ‘green’ factors when buying products, and more than three quarters say that they are prepared to make lifestyle compromises to benefit the environment, when compared with concerns relating ...