

October 2019

Healthy Eating Trends - Brazil

“In addition to physical wellbeing, consumers buy healthy food and drinks in order to have the benefits of mental/emotional wellbeing and healthy aging. Brands and companies need to develop products that meet these demands, making them more democratic, since Brazilians from all socioeconomic groups already understand that eating healthy ...

August 2019

Brazilian Lifestyles - Brazil

“This year has been full of uncertainties for Brazil. Waiting for significant economic reforms, such as the pension system, which is still under discussion in Congress, companies have postponed investments, delaying the creation of jobs and the gradual recovery of the economy. Companies should keep following the strategies that have ...