

September 2016

Marketing to Over-55s - Brazil

“Seniors like to spend their time with family and friends. Therefore, many companies in different industries could benefit from combining the needs of older and younger consumers.

The number of seniors who are working beyond retirement is also increasing. This not only has implications for the future of the workforce ...

August 2016

Sustainable Lifestyles - Brazil

“Brazilians are more conscious about the negative impacts their actions could have on the environment. While they are demanding more sustainable actions from companies, they are also cash-strapped and in many cases not willing to pay more for green/ethical products or looking for extra benefits that justifies the higher ...

July 2016

The Brazilian Economy - Changes in Saving and Spending Habits - Brazil

“The recession, with higher inflation and interest rates, more difficult access to credit, and rising unemployment has made consumers change their spending and saving habits. While consumers look for deals, plan their purchases, and cut back on nonessential items, they are also being more careful when it comes to getting ...