

July 2021

Household Care Habits - Brazil

"The household has become the center of consumers' routine during the COVID-19 pandemic, making the household care and cleaning a top priority. Disinfection is now as critical as cleaning, which means the demand for multi-surface disinfectants is on the rise. Consumers have demonstrated a growing interest in practicality, as they ...

Attitudes toward Technology and the Digital World - Brazil

"Brazilians demonstrate a great interest in new technologies and digital solutions, having a positive perception toward the impact of emerging technologies on society. However, the high cost of technological products (mostly imported), the lack of infrastructure and the lack of familiarity and knowledge of how to use these technologies are ...

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Attitudes toward Ethics and Sustainability - Brazil

"Ethical and sustainable issues have gained prominence during the COVID-19 pandemic. On the one hand, health concerns have led Brazilians to momentarily put aside the perception of plastic as a villain and see the packaging as an ally. On the other hand, the importance of tackling ethical, social and sustainable ...