

April 2017

Beauty Habits - Brazil

"Brazil's current economic crisis might have had a positive impact on Brazilian consumers' beauty habits. They have reported to be using less water when getting ready to go out and not buying a new beauty product until their current one runs out completely. These new habits could mean a more ...

March 2017

Changing Household Cleaning Habits - Brazil

"Higher participation of young consumers in household cleaning tasks and the need to save money and time are some of the main factors influencing consumer purchases and product launches."

Drinking Out - Brazil

"Brazilians are cutting down on drinking outside of the home. It is expensive and drinks specials and promotions are good motivators to make consumers drink more. To remain visible and relevant during the recession, brands and venues need to expand and offer special experiences and beverages to consumers. Venues also ...

January 2017

Marketing to Millennials - Brazil

"Sustainability and healthy eating habits are areas in which Millennials still lag behind other previous generations, as people tend to adopt more sustainable and healthier habits as they age. There is room for brands to tap in to help Millennials adopt healthier and sustainable habits, especially older Millennials."

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