

February 2021

Attitudes and Habits on Social Media: Incl Impact of COVID-19 - Brazil

“Social media channels were extremely important for Brazilians in 2020, especially during the toughest months of social isolation. Thanks to social media, users were able to keep in touch with loved ones, consume and produce entertainment content, make purchases with greater ease, get informed and connect with social causes, among ...

Online vs Offline Shopping: Incl Impact of COVID-19 - Brazil

“Except for essential stores, such as supermarkets and pharmacies, the impact of COVID-19 on online and offline shopping was almost opposite. While offline shopping has been severely impacted, forcing many businesses to close their doors permanently, online sales have grown like never before in the country. To sustain this surge ...

January 2021

Home Laundry Products: Incl Impact of COVID-19 - Brazil

“The COVID-19 pandemic has raised the importance of home laundry and brought a new desirable attribute: fabric disinfection. The category’s brands find a favorable scenario for innovations inspired by the cosmetic industry, helping consumers take care of their clothes and prolong their lifespan. Products in concentrated versions can stand out ...

December 2020

Marketing to Parents: Incl Impact of COVID-19 - Brazil

“Parents with children under 18 are heavily burdened at the moment. In addition to all common concerns created by COVID-19, they still face the challenges of managing the family routine with schools closed. Stacking of tasks can have consequences for this group’s mental health. Products and services that can make ...

Brazilian Lifestyles: Incl Impact of COVID-19 - Brazil

“The COVID-19 pandemic has greatly impacted Brazil in 2020. In addition to thousands of deaths, Brazilians’ lifestyles have been dramatically changed, as well as the political and economic situation of the country. Businesses and consumers have been forced to rethink their spending habits, actions and priorities. Despite the unfavorable scenario ...

Marketing to Over-55s: Incl Impact of COVID-19 - Brazil

“Brazilians aged 55+ are among the most affected by the COVID-19 pandemic. In addition to greater concerns over cleanliness and hygiene, the outbreak has accelerated the adoption of certain technologies. A quarter of seniors, however, find it difficult to transpose

their physical reality to the online world, which means that ...

July 2020

Household Cleaners: Incl Impact of COVID-19 - Brazil

“Household cleaning is an essential activity that has been significantly impacted by the COVID-19 pandemic. Brazilians are interested in products that offer high efficiency and practicality when it comes to disinfecting environments. In addition, refillable formats and concentrated versions have the potential to attract consumers willing to save money.” ...

February 2020

Brazilian Pet Owners - Brazil

“The survey shows 69% of Brazilians have a pet, which means there is a great opportunity for brands and companies to offer products and services in this segment of the market. More than half of those who have a pet feel more like a pet parent than a pet owner ...