

January 2014

Regional Lifestyles - Brazil

"Companies and brands interested in competing in specific regional markets must be aware of what defines each region. The North-East is without a doubt one of the most interesting regions in terms of business investment and consumer demand, but it is also the region that most stands out in terms ...

November 2013

Marketing to Moms - Brazil

"Representing nearly six in 10 Brazilian women, mothers are a lucrative group of consumers; they are investing more in their careers (which means income enhancement) and putting more expectations on products and services with quality and convenience benefits in order to help them juggle the work/life balance."

October 2013

Lifestyles of the Over-55s - Brazil

"The world's population is aging and young adults are increasingly postponing plans to start a family. This demographic profile change, with lower levels of population replacement, is strong in Brazil. Brazilian women are postponing having children until later in life, and it's estimated that by 2030 women will become mothers ...

September 2013

Eating Out Trends - Brazil

"Regardless of different consumer profiles and types of establishments, the biggest challenge faced by the foodservice sector in Brazil seems to be achieving a balance between convenience (related to time) and quality (related to ingredients used), superiority of taste, and, in some cases, healthy aspects of food."

August 2013

Consumer Spending Habits - Brazil

“Although Brazilians like a good bargain, what they really value is the opportunity to get a lucrative deal. Many wait for their favorite products to go on sale before they buy them. To compensate for this, they aren’t afraid when thinking of asking for a discount on the final purchase ...

June 2013

The Time-Pressed Consumer - Brazil

“The Brazilian population is feeling the impact of its country’s economic development in its daily routine, which is becoming increasingly filled with responsibilities and work. Working mothers are the most overloaded; they are meeting professional challenges, doing most of the housework, trying to care for the children, and have almost ...

May 2013

Marketing to the Middle Classes - Brazil

“This group is often called ‘emerging,’ in the sense that these consumers have a great potential for purchasing value-added products and services in addition to regular ones. However, with so many possibilities of making their ‘consumption dreams’ come true, the majority of Brazilians today are in debt, with big ...

February 2013

Healthy Lifestyles - Brazil

“Although a busier life makes people more likely to develop unhealthy habits, Brazilians are making some effort to combine healthy options with convenience. And, it is likely that this is being caused by continuous health campaigns by the government and partner organizations”

January 2013

Green Lifestyles - Brazil

“Brazilian consumers demonstrate low levels of commitment to some aspects of sustainability. Although Mintel research shows that six in 10 Brazilians consider ‘green’ factors when buying products, and more than three quarters say that they are prepared to make lifestyle compromises to benefit the environment, when compared with concerns relating ...