

December 2021

Online Shopping - Brazil

"After the great growth of online shopping due to the total or partial closure of physical stores during the COVID-19 pandemic, the sector has been impacted by a drop in purchasing power, which may encourage consumers to opt for physical stores as restrictive measures are relaxed. In order to continue ...

Busy Lifestyles - Brazil

"A large number of Brazilians have been feeling overwhelmed by the increased workload and household chores. As a result, the leisure activities most desired by consumers are taking care of themselves and doing physical activities, which reinforces their greater concern with health and wellbeing."

– Laura Menegon, Junior Research ...

November 2021

Kids' Impact on Household Decisions - Brazil

"After a year of uncertainties, parents of children under 18 have tried to find some sort of stability, now that schools have reopened. The pursuit of a healthy lifestyle has been a priority, as well as family values. These factors have had great influence on consumption habits."

– Laura ...

October 2021

Brazilian Lifestyles - Brazil

"The COVID-19 pandemic and the economic recession that followed have been driving Brazilians' priorities during 2021. In addition to taking care of their health and protecting themselves and their loved ones from the coronavirus, two major challenges have emerged. One is the financial adjustment needed in the midst of an ...

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 ...

June 2021

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 ...

March 2021

Brazilian Pet Owners - Brazil

“Brazil’s pet market continues to show positive results even in the midst of an economic recession. The survey shows that 69% of Brazilians own a pet and more than half of pet owners see them as a child. Pet products, therefore, continue to have priority in the family budget. The ...