

January 2017

Healthy Eating Trends - Brazil

“Brazilians already seem aware that healthy eating contributes not only to weight loss, but also to good general health. There is an interest in products that contribute to both physical health (such as those that help with muscle development) and mental wellbeing (such as stress relief). In addition, healthy eating ...

December 2016

Supermarkets and Hypermarkets - Brazil

“The grocery retail world is quite competitive and operators that can offer new products and services will certainly stand out and get ahead of the competition.

November 2016

Healthy Lifestyles - Brazil

“Brazilian attitudes toward health are polarized. While females focus on dieting and weight, males are more likely to exercise. Healthy habits increase with income and with age. However the growing interest in certain health solutions and tools indicates that this scenario could soon be changing.”

– Renata Pompa de ...

September 2016

Marketing to Over-55s - Brazil

“Seniors like to spend their time with family and friends. Therefore, many companies in different industries could benefit from combining the needs of older and younger consumers.

The number of seniors who are working beyond retirement is also increasing. This not only has implications for the future of the workforce ...

August 2016

Sustainable Lifestyles - Brazil

“Brazilians are more conscious about the negative impacts their actions could have on the environment. While they are demanding more sustainable actions from companies, they are also cash-strapped and in many cases not willing to pay more for green/ethical products or looking for extra benefits that justifies the higher ...

July 2016

The Brazilian Economy - Changes in Saving and Spending Habits - Brazil

“The recession, with higher inflation and interest rates, more difficult access to credit, and rising unemployment has made consumers change their spending and saving habits. While consumers look for deals, plan their purchases, and cut back on nonessential items, they are also being more careful when it comes to getting ...

June 2016

Brazilian Lifestyles 2016: Adapting to the New Normal - Brazil

“As Brazil continues to dive deep into a recession and political upheaval, consumers have had to tighten their budgets, making significant changes to their lifestyles and purchasing habits during the last year. While consumer interest in thrift is high, it also holds opportunities for companies to innovate and adjust to ...

March 2016

Cooking Habits - Brazil

"With higher living costs, and lower incomes, Brazilians are expected to cook more often at home in order to save money. Health is still a priority for consumers, mainly those suffering from problems such as diabetes and hypertension. Companies could become allies of Brazilians, educating them to cook in a ...