

December 2018

Healthy Eating Trends - Brazil

"Brazilians have an interest in adopting and maintaining healthy eating habits, but there are some barriers to overcome, such as the high price of healthy products and the difficulty of identifying and finding these products. Despite that, consumers are willing to pay more for products with specific claims, such as ...

Beauty Retailing - Brazil

"Brazil's beauty retailers still perform simple actions to attract consumers to their stores, compared to what has been done in countries such as the US. The competition is getting increasingly fiercer, as pharmacies merge to become stronger and big players in the sector buy smaller brands to increase their ...

October 2018

Cooking Habits - Brazil

"Saving money is one of the main motivations for Brazilians to cook at home. As Brazil faces an unfavorable economic scenario, affordable prices may be an important attribute for products. In order to sustain the consumers' interest and preference, however, brands need to offer something else, such as convenience and ...