

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 ...

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 ...