

December 2015

Healthy Eating Trends - Brazil

"Although Brazil's economic stagnation brings an unfavorable scenario, some elements can boost the healthy food market's growth. The aging population creates new demands for products that have additional nutritional benefits, and the prevalence of health problems such as hypertension and diabetes make Brazilians seek products with less sugar and sodium ...

Marketing to Moms - Brazil

"The economy has been influencing the activities moms do with their kids, with many of them trying to save by opting for more affordable leisure activities and spending more time at home rather than going out."

– **Renata Pompa de Moura, Research Manager**

Supermarkets and Hypermarkets - Brazil

"The food and drink retailing sector in Brazil is highly competitive, dynamic, and fragmented. Brazilians can choose from local street markets to huge wholesalers, and they will favor those that can offer the best price and customer service."

– **Andre Euphrasio, Research Analyst**

November 2015

Marketing to the Middle Classes - Brazil

"Middle class consumers are still the target of companies operating in Brazil, who compete among each other for the opportunity to increase their sales volume, especially in difficult times when most consumers are purchasing the same or less than a year ago. Inflation and rising unemployment are holding back consumption."

October 2015

The Time-Pressed Consumer - Brazil

"Brazilians are searching for ways to save time, whether through convenient food options, 24-hour beauty services, multifunctional and quick-to-apply personal care products, or looking for alternatives to avoid traffic congestion and long queues. In this context, technology is emerging as an ally of consumers, helping them increase their productivity in ...