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Wellness Lifestyle - Brazil

"Wellbeing is an important topic for Brazilians, no longer restricted to one or another category but covering different areas of consumers' lives. Therefore, brands and companies from different categories have the opportunity to enter the wellness market, but to do so, they need to make themselves relevant, identifying which wellness ...

Brazilian Pet Owners - Brazil

"Pet owners have created increasingly strong connections with their pets, often seen as members of the family. Consequently, owners prioritize their pets in the household budget, including them in daily activities and even in family travels."