

July 2018

Social Media Overview - Brazil

“A large portion of Brazil’s population doesn’t have access to the internet. Among those who are connected, however, social networks play a very important role. In addition to connecting people with friends and family, social networks are the primary source of information and an entertainment option for the majority of ...

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Lifestyles of Millennials - Brazil

“Millennials have been directly impacted by the economic recession and the high levels of unemployment. On the one hand, this situation drives them to live in their parents’ house for longer and to demonstrate a pessimistic perception about the future of the country’s economy. On the other hand, it motivates ...

Brazilian Lifestyles: Innovating through the Recession - Brazil

“Despite Brazil’s political instability, there is a positive perception about the future of the economy. Brazilians have learned from the economic recession and have created new business models, offering products and services at more affordable prices, and the tendency is that they will keep thriving as consumers are still holding ...