

February 2023

Marketing to Over-55s - Brazil

“Health care and wellness are priorities for Brazilians aged 55+, which represents opportunities for several categories of products and services to improve the quality of life of seniors. Adoption of technology relatively new to this age group has also brought benefits to this age group; however, more education is necessary ...

January 2023

Online x Offline Shopping - Brazil

“Physical stores have regained space with the reopening of businesses after the worst days of the pandemic are over, especially due to the absence of additional costs such as service and delivery fees. However, many consumers continue to use online channels for shopping and searching for brands and products, with ...

Marketing to Adults without Kids - Brazil

“The decision not to have children involves different issues and has an impact on consumers’ lifestyle and priorities. From aspects involving financial planning to the adoption of more flexible routines, adults without kids are a strategic audience with particularities that must be understood by the different segments. There are opportunities ...

October 2022

Brazilian Lifestyles - Brazil

“Eagerly anticipated as a year of post-pandemic recovery, 2022 has been marked by high prices and interest rates, a drop in purchasing power and limited access to a better quality of life for the vast majority of the Brazilians. In this context, most categories must deal with consumers who prioritize ...

July 2022

Household Care Habits - Brazil

“As the COVID-19 pandemic enters a new phase, in addition to hygiene and disinfection, Brazilian consumers seem to have new priorities, demonstrating interest in innovations based on convenience, sustainability and health safety. Household care brands also have the challenge of addressing issues related to the division of household chores and ...

May 2022

Marketing to Young Adults - The Older Gen Z - Brazil

"Young adults from Generation Z have been severely impacted by the pandemic and economic issues in recent years, with a growing number of them neither studying nor working. In addition, social isolation has led them to use new technologies even more and dive into the online universe of games and ...

March 2022

Wellness Lifestyle - Brazil

"At a time when Brazil lacks structural bases to provide access to a better quality of life, brands and companies have room to act more actively with a focus on promoting wellbeing. The search for wellbeing involves everything that surrounds consumers, from structural elements such as food, work and personal ...

February 2022

Brazilian Pet Owners - Brazil

"Despite the price surge, Brazilian consumers continue to invest in the health and wellbeing of their pets, even if they seek ways to save money. The pet products categories should try to offer more affordable options to consumers and at the same time focus on health benefits for pets." ...