

January 2015

Marketing to Millennials - Brazil

“Convenience, sustainability, and customization are important aspects for Millennials, and the main factors that influence their purchasing decisions. Millennials are used to the convenience offered by online activities, and have developed a need for immediate answers and gratification in all aspects of their lives, including professional careers and work environment ...

November 2014

Healthy Eating Trends - Brazil

“There are opportunities to improve the positioning of healthy products. It could be very broad, if targeted at young people, but it could also serve a niche, such as for diet products. For functional products, it is important to highlight the promised benefits so that consumers can identify the suitable ...

October 2014

World Cup and Olympic Games - Brazilian Attitudes towards Major Events - Brazil

“People may never witness another World Cup and Olympic/Paralympic Games in Brazil in their lifetime, particularly so close in time to each other. These events represent an unparalleled opportunity for Brazil to show its ability to host such large and expensive events to the world. They must pay off ...

Consumer Spending Habits - Brazil

“The majority of Brazilians are interested in promotional prices offered by stores and brands. However, customized promotions, based on consumers’ profiles and demographics, for example, tend to be more beneficial to higher socioeconomic groups – about 30% of AB consumers used credit card promotions and about 30% of them received ...

August 2014

Leisure Time - Brazil

“The leisure market in Brazil is wide-ranging and it involves out-of-home as well as at-home activities that consumers do with their family, friends, alone or using technology. One of the most popular leisure activities is electronic gaming, which generated approximately 850 million reais with the sale of games software in ...

Eating Out Trends - Brazil

“It is important for the out-of-home food sector to steer away from market ‘truths’ and look for hidden opportunities. If everyone believed in clichés, such as ‘women prefer to eat more healthy food, compared to men,’ ‘young consumers only eat on the cheap,’ ‘restaurants only need to offer ...

May 2014

Brazilian Lifestyles 2014: Changing Consumption Habits - Brazil

“While many developed countries are still recovering from the 2008 global financial crisis, the Brazilian economy has been growing since 2010, driven by domestic demand, more specifically by middle-class families. If 2011 was a year of balanced development, with government measures to leverage this consumption, in 2012, at the height ...

March 2014

Healthy Lifestyles - Brazil

“Despite the wide availability of affordable fresh food in the country, Brazilians are increasingly consuming processed low-nutritional food products, skipping meals, and focusing on convenient products. They are making up for bad food habits by exercising more and doing more sports, but without a balanced diet this might not be ...

January 1970

Marketing to the Middle Classes - Brazil

“Middle-class consumers are still the target of leading companies operating in Brazil, who are competing among each other for the chance to significantly increase their sales volume. However, Brazilian middle-class is diverse; subgroups within this socioeconomic group are in different financial situations, with their desires and expectations varying according to ...