October 2023

Brazilian Lifestyles - Brazil

"In a year marked by elections and economic difficulties, Brazilians have shown concern about their personal finances and the future of the country in many different spheres. Faced with this context, brands have the challenge of promoting physical and mental health, helping Brazilians maintain healthy lifestyles and a better balance ...

September 2023

Household Care Habits - Brazil

"As Brazilians adopt a more hybrid lifestyle, they become less avid for household cleaning routines, and attributes related to value gain more importance, both for saving money and time. Despite consumers' interest in solutions based on sustainability and convenience, brands face the challenge of making them more affordable. Social media ...

August 2023

Attitudes Toward Ethics and Sustainability - Brazil

"Brazilian consumers worry about global warming and its consequence and expect companies to take concrete actions to tackle it. However, they show little knowledge of terms related to the topic and reluctance to spend more on sustainable products and services."

July 2023

Busy Lifestyles - Brazil

"The COVID-19 pandemic has shown Brazilians that many day-to-day activities can be done online, and this continues to be the main action taken to save time. Gender inequality is still very present, burdening most Brazilian women."

- Laura Menegon, Research Analyst – Latam

This Report looks at the following areas:

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March 2023

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."

Upcoming Reports

Attitudes Toward Technology and the Digital World - Brazil - 2023

Lifestyles of Generation X - Brazil - 2023

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