

## October 2013

### Lifestyles of the Over-55s - Brazil

“The world’s population is aging and young adults are increasingly postponing plans to start a family. This demographic profile change, with lower levels of population replacement, is strong in Brazil. Brazilian women are postponing having children until later in life, and it’s estimated that by 2030 women will become mothers ...

## September 2013

### Eating Out Trends - Brazil

“Regardless of different consumer profiles and types of establishments, the biggest challenge faced by the foodservice sector in Brazil seems to be achieving a balance between convenience (related to time) and quality (related to ingredients used), superiority of taste, and, in some cases, healthy aspects of food.”

## August 2013

### Consumer Spending Habits - Brazil

“Although Brazilians like a good bargain, what they really value is the opportunity to get a lucrative deal. Many wait for their favorite products to go on sale before they buy them. To compensate for this, they aren’t afraid when thinking of asking for a discount on the final purchase ...