

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.”