

Brazilian Lifestyles – Brazil – 2023

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This report looks at the following areas:

- Life challenges in the past year
- Perceived value
- Strategies to save money, changes on spending and where extra money is spent
- Brazilian pride and expectations towards country's situation
- Interest in experiences

Despite the recent improvement in macroeconomic data, such as a drop in unemployment and inflation and an increase in GDP, the COVID-19 pandemic has left many negative effects on Brazil's economy and society. In general, Brazilians are concerned about their finances and are looking for ways to save money, switching to cheaper brands and retailers and adopting a more critical stance when it comes to the benefits offered by different categories.

In addition to the challenge of maintaining healthier lifestyles, dealing with conflicts related to political polarization and increased violence has been an issue. Therefore, supporting Brazilians' mental and emotional health remains fundamental, as well as encouraging individuals to socialize and have moments of leisure and entertainment, even on a tighter budget.



"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."

- Amanda Caridad, Senior Research Analyst – Latam

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Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- Economy and work
- Population and household composition
- Food and drinks
- Health and wellbeing
- Technology and the digital world
- Market overview

BRAZIL TODAY – THE ECONOMY

- **Despite falling inflation and rising GDP, consumption of essential categories is still being affected**
Figure 1: IPCA – accumulated variation in the year (%) – General index and groups – Brazil, 2021 and 2022
- **Dollar falls in 2023 influenced by domestic and foreign factors**
Figure 2: Exchange rate – R\$ / \$ – commercial – purchase – average – Brazil, July 2022 to July 2023
- **Falling unemployment, hybrid work and 4-day working week**
Figure 3: Unemployment rate – Brazil – Jan-Feb-Mar 2022 to Apr-May-Jun 2023
- **More than 10 million Brazilians left the poverty line in 2022**
- **2022 elections: strong polarization and increased political violence**

BRAZIL TODAY – THE POPULATION

- **Brazil reaches 203 million inhabitants**
Figure 4: Geometric average annual growth rate of the Brazilian population, 1890–2022
- **Growing number of mono-nuclear households, elderly and Black people in 2022**
- **Education indicators worsen, reflecting the pandemic**
- **WHO declares end of COVID-19 global health emergency**

FOOD: IN-HOME AND OUT OF HOME

- What you need to know
- What we think
- Highlights

What's included

Executive Summary

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- **Ethically concerned consumers are strong users of promotional discounts**
Figure 5: Tostao offers discounts on bread and snacks – Colombia
Figure 6: Food To Save
- **More complete nutritional profile can be an important differential for bread consumers**
Figure 7: Packaged breads with highlighted nutritional composition
- **Challenges**
- **Impact of inflation on food and drink consumption and foodservice**
- **Affordable options of relaxing food and drinks can help classes C, D and E deal with stress**
Figure 8: Private label foods and beverages with sleep and relaxation claims
- **The future**
- **Price comparison and promotions can stimulate online groceries shopping**
Figure 9: Matspar price and promotion comparison
- **Brands can focus on heart health and the belief that thin bodies are healthy**
Figure 10: Foods and drinks with claims related to cardiovascular health
Figure 11: Foods and drinks with claims related to cardiovascular health
- **Muscle health may gain prominence among healthy aging habits**
Figure 12: Powdered supplement for consumers aged 50+

NON-ALCOHOLIC DRINKS

- **What you need to know**
- **What we think**
- **Highlights**
- **WHO advises against the use of sweeteners for weight control. New approach could impact consumption of non-alcoholic drinks**
- **Functional, natural ingredients can boost energy drinks**
Figure 13: Rocamina energy drink, Mexico
- **Challenges**
- **Soft drinks face barriers among families with children, but special occasions can create a path to consumption**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 14: Recipe suggestions with soft drinks as an ingredient, Zevia Beverages

Figure 15: Instagram post encouraging use of Convenção's soft drink with popcorn while watching movies

- **Consumers need to be educated about the benefits of sports drinks**

Figure 16: Informational posts about the benefits of sports drinks, Gatorade Brazil

- **The future**
- **Technology can take hydration to new heights**

Figure 17: Nix Hydration Biosensor

Figure 18: Weo smart water bottle

- **Mood-enhancing beverages can help consumers seeking to reduce alcohol consumption**

Figure 19: TURF analysis – Benefits that would motivate consumption, 2023

Figure 20: Kin Euphorics beverage line

- **Iced coffees have growth potential, especially among younger consumers**

Figure 21: Starbucks Cloud Macchiato launch image, US, 2019

Figure 22: Cold RTD coffee beverages, 2022–23

ALCOHOLIC DRINKS AT HOME AND ON-PREMISE

- **What you need to know**
- **What we think**
- **Highlights**
- **National wines can gain space in the market highlighting quality and affordable price**

Figure 23: Events at the Casa Perini winery

Figure 24: Award received by Casa Valduga sparkling wine

- **Beers can offer different at-home experiences**

Figure 25: Cristal bar in Minecraft

Figure 26: Beer launches inspired by series

- **Challenges**
- **Half of Brazilian consumers have changed their drinking habits to save money**

Figure 27: Beer promotions on the Super Opa app, Brazil, 2022

Figure 28: Vinhos de Combate red wine, Brazil, 2022

- **Negative impacts of alcohol consumption worry Brazilians**

Figure 29: Campaigns promoted by the consortium of alcoholic beverage companies and the Destiladores Unidos del Perú association

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Infographic Overview

Powerpoint Presentation

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- **The future**
- **Low/no alcohol drinks should reinforce healthy credentials**
Figure 30: Non-alcoholic drinks with health-related claims
- **Sustainability must permeate the entire production process, including the origin of ingredients**
Figure 31: Heineken Group's sustainability actions

HEALTH AND WELLBEING

- **What you need to know**
- **What we think**
- **Highlights**
- **Inflation affects consumption of essential categories, especially among low-income Brazilians**
Figure 32: Sanitizers suitable for cleaning bathrooms with economical positioning
Figure 33: Cheaper alternatives for menstrual cramps relief
Figure 34: Buscofem campaigns and provides app to help women monitor menstrual cycle
- **Home organization can improve wellbeing and productivity**
Figure 35: Cleanipedia brings together household care tips, including cleaning and organization
- **Challenges**
- **Diversity, equity and inclusion agenda challenges beauty brands to be more representative in product development and campaigns**
Figure 36: Natura Chronos campaign, Brazil, August 2022
Figure 37: O Boticário campaign, Brazil, 2022
Figure 38: Avon and Natura run campaigns with Linn da Quebrada
- **Deodorants and perfumes with natural formulas can stand out amid greater health concerns**
Figure 39: Natural deodorants with aluminum-free formulas
Figure 40: Perfumes with 100% natural formulas
- **Shower/bath can help exhausted parents create a relaxing routine before bedtime**
Figure 41: Products that provide shower/bath relaxation before bedtime
- **The future**
- **Brands should expand their offer of scalp treatments that tackle hair loss and dandruff**
Figure 42: Anti-hair-loss scalp treatments
Figure 43: Anti-dandruff scalp treatments

What's included

Executive Summary

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Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Hormonal health is important for men and women from Generation X**

Figure 44: Supplements positioned for menopausal women

Figure 45: Supplements and vitamins that support men's hormonal health

PERSONAL FINANCE

- **What you need to know**
- **What we think**
- **Highlights**
- **Concern about the economy creates opportunity to spread the importance of financial education**

Figure 46: Santander and Nubank get closer to low-income Brazilians

Figure 47: Financial Education Guide for the Elderly, Brazil, 2020

Figure 48: Santander campaign, Argentina, 2022

- **Challenges**
- **The market is challenged to offer a better shopping experience, regardless of the channel used**
- **While discussing mental health is often still taboo, demand for services is urgent**

Figure 50: Instagram/Psicotrópica

Figure 51: Bad Bitches Have Bad Days Too

- **The future**
- **Hybrid work is the ideal format for most Brazilians, but it requires mental health support from companies**

Figure 52: Companies take inspiration from the gaming universe to encourage employees to take care of their mental health

- **Increase in families with pets represents opportunities for the service sector**

Figure 53: Pet Driver offers exclusive pet transportation

Figure 54: Mercadoteca Space in Curitiba, Paraná

Figure 55: Botanikafé in São Paulo

Figure 56: Gaia Viva hotel

Figure 57: Azul promotes partnership with Purina

LIFE CHALLENGES IN THE PAST YEAR

- **Half of Brazilians find it difficult to keep healthy routines**

Figure 58: Life challenges in the past year, 2023

What's included

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Full Report PDF

Infographic Overview

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Figure 59: Food that combines healthiness, convenience and affordability

Figure 60: 'Academia Foguete'

- **Increased violence against children and adolescents makes parents prioritize safety on and off social media**

Figure 61: Life challenges in the past year – Selected item, by parental status, 2023

Figure 62: Instagram's Family Center feature

- **Adopting anti-racism initiatives is important to make the corporate environment more inclusive**

Figure 63: Life challenges in the past year – Selected item, by race/ethnicity, 2023

Figure 64: Nivea and Instituto Das Pretas support the Escola de Elis project

PERCEIVED VALUE

- **Economical and sustainable packaging can increase the perceived value of products**

Figure 65: Perception of value – Any rank, 2023

Figure 66: Sustainable and economical products

- **Durability is an attribute especially valued by men who are fathers**

Figure 67: Perception of value – Selected item, any ranking, by parental status and gender, 2023

Figure 68: Personal care products with larger packaging and economical positioning

Figure 69: Pumpkin and walnut bread in 380g and 630g versions

Figure 70: Food products with family-size packaging

- **Multifunctional beauty and personal care products gain relevance among young consumers looking to save time**

Figure 71: Perception of value – Selected item, by gender and age, 2023

Figure 72: Beauty and personal care products with a multifunctional approach

STRATEGIES TO SAVE MONEY

- **Apps can make grocery shopping easier for parents looking for promotions and discounts**

Figure 73: Strategies to save money – Selected item, by children living in the household, 2023

Figure 74: SPAR and Munch offer discounts on food purchases

Figure 75: Farmish app

What's included

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Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Brands can help consumers aged 45-64 manage their finances, making room in their budgets for experiences**
Figure 76: Strategies to save money – Selected item, by age, 2023
Figure 77: Prevent Senior's discount program
- **Southeast is a potential region for private labels to increase their market share**
Figure 78: Strategies to save money – Selected item, by region, 2023
Figure 79: Private label products with sustainability, durability and safety claims
Figure 80: Carrefour announces price freeze on private-label products

CHANGES ON SPENDING

- **Concern for pets' wellbeing encourages owners to spend more on foods that offer health benefits to pets**
Figure 81: Changes on spending – 'More,' 2023
Figure 82: Functional dog and cat food
- **Alcoholic drink brands can stimulate consumption by offering economical and healthy versions**
Figure 83: Changes on spending – Selected item, 2023
Figure 84: Budweiser teams up with Netflix to launch exclusive beers
Figure 85: Amstel Ultra and Kikos Fit encourage Brazilians to exercise
- **Leisure and entertainment activities can help Gen Zs socialize out of home**
Figure 86: Changes on spending – Selected item, by generation, 2023
Figure 87: Villa Jazz, festival organized by Shopping Villa Lobos in São Paulo

WHERE EXTRA MONEY IS SPENT

- **Paying off debts is a main priority**
Figure 88: Where extra money is spent, 2023
Figure 89: Serasa on the Road project
- **Brands can reduce gender inequality by encouraging smarter consumption and empowering minorities**
Figure 90: Where extra money is spent – Selected items, by gender and age, 2023
Figure 91: Banco Bolivariano and Banco Azteca offer exclusive accounts for women

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 92: The Jefas offers boxes of beauty products from Latin brands

- Baby Boomers show intention to spend on travel**

Figure 93: Where extra money is spent – Selected item, by generation, 2023

BRAZILIAN PRIDE

- Brazilian identity is reinforced through ingredients and biodiversity**

Figure 94: Brazilian pride – Any ranking, 2023

Figure 95: Examples of how to celebrate Brazilian identity in food and drink

Figure 96: Examples of BPC products that celebrate Brazilian ingredients and biodiversity

Figure 97: 'Sabor Nacional' fair

- Resumption of face-to-face cultural events increases demand for actions aimed at women's safety**

Figure 98: Brazilian pride – Selected item, by gender and age, 2023

Figure 99: Brazil's Ministry of Women and UN create campaign for safer Carnival

Figure 100: Diageo's #CelebrarSemAssédio campaign

Figure 101: L'Oréal promotes Stand Up campaign against harassment

- Brands have a mission to support equity and female representation in sport**

Figure 102: Brazilian pride – Selected item, by gender and age, 2023

Figure 103: Soccer player Marta wore unsponsored boots in 2023

Figure 104: Guaraná Antarctica's #BotaElasNoJogo platform

Figure 105: Exclusive Guaraná Antarctica cans with female soccer players

Figure 106: Visa shares the story of former player Rata

Figure 107: CBF promotes 'Nossa Seleção' to support Brazil's women soccer team

EXPECTATIONS TOWARD COUNTRY'S SITUATION

- Non-violent communication training can help men deal with conflicting issues such as politics**

Figure 108: Expectations towards country's situation – 'It will get worse,' by gender, 2023

- Minority groups show optimism about civil rights protection**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 109: Expectations towards country's situation – Selected item, by gender, race/ethnicity and LGBTQ+ identity, 2023

Figure 110: Ambev creates Bora Cultura Preta Fund in partnership with Preta Hub Institute

Figure 111: Avon and Maria da Penha institutes support #ParaCadaUma action

INTEREST IN EXPERIENCES

- Brands can stimulate family life through playful experiences in household chores**

Figure 112: Interest in experiences – Selected item, by children living in the household, 2023

Figure 113: Magic Pantry, Kerrygold's interactive platform

- Restaurants can help spread gastronomy and culture from other regions**

Figure 114: Interest in experiences – Selected item, by student status, 2023

Figure 115: Mocotó restaurant in São Paulo

Figure 116: Cuscuz da Irina restaurant in São Paulo

Figure 117: Banzeiro restaurant in São Paulo

APPENDIX – ABBREVIATIONS

- Abbreviations**

APPENDIX – MARKET SIZE

- In-home food**

Figure 118: Retail sales in value, 2017–22

- Out-of-home food**

Figure 119: Retail sales in value, 2017–22

- Non-alcoholic drinks**

Figure 120: Retail sales in value, 2017–22

- In-home alcoholic drinks**

Figure 121: Retail sales in value, 2017–22

- Out-of-home alcoholic drinks**

Figure 122: Retail sales in value, 2017–22

- Beauty and personal care**

Figure 123: Retail sales in value, 2017–22

- OTC and prescription pharmaceuticals**

Figure 124: Retail sales in value, 2017–22

- Household care**

Figure 125: Retail sales in value, 2017–22

- Home and garden**

Figure 126: Retail sales in value, 2017–22

What's included

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Full Report PDF

Infographic Overview

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- **Clothing and accessories**

Figure 127: Retail sales in value, 2017-22

- **Transportation**

Figure 128: Retail sales in value, 2017-22

- **Vacations**

Figure 129: Retail sales in value, 2017-22

- **Technology and communications**

Figure 130: Retail sales in value, 2017-22

- **Leisure and entertainment**

Figure 131: Retail sales in value, 2017-22

- **Personal finance and housing**

Figure 132: Retail sales in value, 2017-22

- **Miscellaneous items**

Figure 133: Retail sales in value, 2017-22

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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