

## The Time-Pressed Consumer - Brazil - June 2013

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**"Working mothers are the most overloaded; meeting professional challenges, doing the housework, caring for the children, and have almost no leisure time for themselves, which is driving the demand for beauty and wellness products."**

— Sheila Salina, Senior Lifestyle Analyst

In this report we answer the key questions:

- Which Brazilians are busiest right now? What are their consumption characteristics and main habits?
- How do Brazilians allocate their time in the daily routine? What are the main difficulties they face in the busy life brought about by Brazil's economic development?
- How is the need to save time generating convenient eating and buying habits? What are these habits?
- To what extent is convenience being made a priority over health? Is it possible to align convenience with healthy factors?

There are still few public and private initiatives that offer an adequate framework for this new lifestyle that is beginning to take hold in society, with accessible technology, practical alternatives for eating and grocery shopping, and services that are open on a flexible schedule, virtually nonexistent in the large cities.

Young upper-middle-class adults are most adept at managing this busy routine and because of this are demanding convenient quality innovation in the short term.

Busy lifestyle is related to an excess number of activities (i.e., work, home, school, family), daily stimulation (i.e., technology, traffic, consumption needs), and the way people handle/manage the implications and effects of these. Brazilian adults are trying to adapt their customs to the accelerated pace of economic development currently under way. Considerable changes are being made to work, relationships, and education, and it appears as if people are seeking convenient and practical solutions that technology in particular is making simple, but not always fast or effective.

This report specifically addresses the adaptations being made with regard to eating habits, healthcare, leisure, household management, and overall consumption.

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