

## Consumer Spending Habits - Brazil - July 2013

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“Although Brazilians like a good bargain, what they really value is the opportunity to get a lucrative deal. They aren't afraid when thinking of asking for a discount on the final purchase amount. Companies still have room to put in place more exciting and focused promotions that encourage consumers to participate based on their individual interests.”

– Sheila Salina, Lifestyle Senior Analyst

### In this report we answer the key questions:

- What kind of product/service did Brazilians place a high priority on in their recent shopping? What did they spend the most on? What did they spend the least on? What were the reasons for this?
- Which bargains were used most when buying? What discounts do Brazilians like to get? What promotions were most appealing to them and why?
- Do Brazilians value low prices or brand image when shopping?
- What type of promotion best suits each type of consumer?

The report on shopping and Brazilians' favorite promotions specifically addresses four areas that refer to buying habits: variation in spending on basic necessities (such as groceries, apparel, personal hygiene, and beauty products), leisure activities (outings, vacations), electronics and home appliances; types of discounts and promotions used most often when buying; attitudes related to bargaining habits; definition and description of purchasing profiles, both emotional (connected to brand features and value) and rational (connected to price and financial savings).

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