

Brazilian Lifestyles 2014: Changing Consumption Habits - April 2014

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“Despite the 2008 global financial crisis, the Brazilian economy has been growing since 2010, driven by domestic demand - specifically by middle-class families. In 2013 purchase incentives stopped. As a result, consumption by families slowed down, extra spending was focused mainly on necessity items, and spending on leisure was limited to fewer options, of high indulgence.”
– Sheila Salina, Lifestyle Analyst

This report looks at the following areas:

This report describes the 2013 economic situation from consumers' point of view. Faced with an austere scenario, which categories stood out in terms of Brazilian consumers' preference? Medium-term outlook shows that there is some potential for small to medium value household items, as well as short duration leisure activities.

This report deals with expenditure on 2013 main consumption categories, and tries to understand the reasons behind Brazilians' purchases and how they prioritize what is left of their budget, after spending on basic necessity items.

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