

Marketing to the Middle Classes - Brazil - June 2014

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"The Brazilian middle-class is diverse; subgroups within this socioeconomic group are in different financial situations, with their desires and expectations varying according to a range of different aspects, from the number of children in the household, household structure, to giving how much importance they give to celebrity endorsements and their favorite TV programs."

– Sheila Salina, Senior Lifestyle Analyst

This report looks at the following areas:

- What is the current financial situation of middle-class consumers?
- What do they plan to spend their money on over the next three months?
- What factors do they consider most important for a happy life?
- What are the most common attitudes and behaviors of the middle class and its subgroups?

Middle-class consumers mentioned in this report are those who are part of socioeconomic group C, according to the social classification methodology set by Abep, the Brazilian Association of Companies and Research.

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Table of Contents

Introduction

Definitions

Abbreviations

Executive Summary

The consumer

Financial situation

Figure 1: Current financial situation of socioeconomic group C, 2012-14

Spending plans for the next three months

Figure 2: Spending plans for the next three months, by selected options, by socioeconomic group, April 2014

Most important factors for a happy life

Figure 3: Most important factors for a happy life, selected statements, by socioeconomic groups, April 2014

Segmentation analysis – middle-class shopping attitudes and habits

Figure 4: Segmentation according to middle-class consumers' shopping attitudes and habits, April 2014

What we think

Issues and Insights

Key points

Subgroups C1 and C2 are in different financial situations

The facts

The implications

Women in subgroup C1 are more emotionally dependent

The facts

The implications

Trend Application

Trend: Prepare for the Worst

Trend: Secret, Secret

The Consumer – Financial Situation

Key points

Approximately six in 10 middle-class consumers have little money left at the end of the month

Figure 5: Current financial situation of socioeconomic group C, 2012-14

Percentage of consumers in a "healthy" financial situation remains the same

Figure 6: Agreement with statement regarding current financial situation "Healthy – I have money left at the end of the month for a few luxuries or to add to my savings," by socioeconomic groups, 2012-14

The Consumer – Spending Plans for the Next Three Months

Key points

Saving money and paying off debts are priority for middle-class consumers

Figure 7: Spending plans for the next three months, selected statements, by socioeconomic group C, April 2014

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Young middle-class adults want to save money

Figure 8: Spending plans for the next three months, selected statements, by selected age group in socioeconomic group C, April 2014

Spending money on home improvements is still important to middle-class consumers

Figure 9: Spending plans for the next three months, by spending on home improvements by socioeconomic groups, 2012-14

The Consumer – Most Important Factors for a Happy Life

Key points

Middle-class consumers worry about debts, but family is priority

Figure 10: Most important factors for a happy life, selected factors, by socioeconomic groups, April 2014

Middle-class Brazilians try to balance time and money

Figure 11: Important factors for a happy life, selected factors, by socioeconomic groups, April 2014

Segmentation Analysis – Middle-Class Shopping Attitudes and Habits

Key points

The four target groups

Figure 12: Segmentation according to middle-class consumers' shopping attitudes and habits, April 2014

Group 1 – Temporarily Cautious (31%)

The implications

Who are they (considering middle-class consumers only)?

Group 2 – Rational (21%)

The implications

Who are they? (Considering middle-class consumers only)

Group 3 – Trend Followers (28%)

The implications

Who are they (considering middle-class consumers only)?

Group 4 – Individual Style (20%)

The implications

Who are they (considering middle-class consumers only)?

Appendix – Current Financial Situation

Figure 13: Current financial situation, April 2014

Figure 14: Current financial situation, by demographics, April 2014

Figure 15: Current financial situation, by the middle classes, April 2014

Appendix – Spending Plans for the Next Three Months

Figure 16: Spending plans for the next three months, April 2014

Figure 17: Spending plans for the next three months, by demographics, April 2014

Figure 18: Spending plans for the next three months, by demographics, April 2014 (continued)

Figure 19: Spending plans for the next three months, by demographics, April 2014

Figure 20: Spending plans for the next three months, middle-class, April 2014

Figure 21: Spending plans for the next three months, middle-class, April 2014

Appendix – Most Important Factors for a Happy Life

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- Figure 22: Most important factors for a happy life, April 2014
- Figure 23: Most important factors for a happy life, by demographics, April 2014
- Figure 24: Most important factors for a happy life, by demographics, April 2014 (Cont.)
- Figure 25: Most important factors for a happy life, by demographics, April 2014 (Cont.)
- Figure 26: Most important factors for a happy life, middle-class, April 2014
- Figure 27: Most important factors for a happy life, middle-class, April 2014 (Cont.)
- Figure 28: Most important factors for a happy life, middle-class, April 2014 (Cont.)

Appendix – Shopping Attitudes and Habits

- Figure 29: Shopping attitudes and habits, April 2014
- Figure 30: Shopping attitudes and habits – Exclusivity makes a product more attractive (eg limited editions), by demographics, April 2014
- Figure 31: Shopping attitudes and habits – I would spend a bit extra to keep up with the latest fashion, by demographics, April 2014
- Figure 32: Shopping attitudes and habits – Compliments on my fashion makes me feel good about myself, by demography, April 2014
- Figure 33: Shopping attitudes and habits – It's important to have the latest gadgets (eg iPad, iPhone), by demographics, April 2014
- Figure 34: Shopping attitudes and habits – Brands endorsed by celebrities I admire are more appealing to me than other brands, by demographics, April 2014
- Figure 35: Shopping attitudes and habits – I would hide the fact that I buy value products (eg own label goods), by demographics, April 2014
- Figure 36: Shopping attitudes and habits – Buying well-known brands makes me feel good about myself, by demographics, April 2014
- Figure 37: Shopping attitudes and habits – I live within my means, by demographics, April 2014
- Figure 38: Shopping attitudes and habits – I prefer to do my own thing, regardless of the current trends, by demographics, April 2014
- Figure 39: Shopping attitudes and habits – I tend to buy small inexpensive items from luxury brands by demographics, April 2014
- Figure 40: Shopping attitudes and habits – Special offers are attractive regardless of the brand, by demographics, April 2014
- Figure 41: Shopping attitudes and habits – Exclusivity makes a product more attractive (eg limited editions), middle class, April 2014
- Figure 42: Shopping attitudes and habits – I would spend a bit extra to keep up with the latest fashion, middle class, April 2014
- Figure 43: Shopping attitudes and habits – Compliments on my fashion makes me feel good about myself, middle class, April 2014
- Figure 44: Shopping attitudes and habits – It's important to have the latest gadgets (eg iPad, iPhone), middle class, April 2014
- Figure 45: Shopping attitudes and habits – Brands endorsed by celebrities I admire are more appealing to me than other brands, middle class, April 2014
- Figure 46: Shopping attitudes and habits – I would hide the fact that I buy value products (eg own label goods), middle class, April 2014
- Figure 47: Shopping attitudes and habits – Buying well-known brands makes me feel good about myself, middle class, April 2014
- Figure 48: Shopping attitudes and habits – I live within my means, middle class, April 2014
- Figure 49: Shopping attitudes and habits – I live within my means, middle class, April 2014
- Figure 50: Shopping attitudes and habits – I tend to buy small inexpensive items from luxury brands, middle class, April 2014
- Figure 51: Shopping attitudes and habits – Special offers are attractive regardless of the brand, middle class, April 2014

Segmentation Analysis – Middle-class Shopping Attitudes and Habits

- Figure 52: Segmentation groups, April 2014
- Figure 53: Target groups, by demographics, April 2014
- Figure 54: Current financial situation, by segmentation groups, April 2014
- Figure 55: Spending plans for the next three months, by segmentation groups, April 2014
- Figure 56: Most important factors for a happy life, by segmentation groups, April 2014
- Figure 57: Attitudes toward shopping habits, by segmentation groups, April 2014

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