

Consumer Spending Habits - Brazil - July 2015

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"Food prices continue to rise and many consumers are cutting back on eating out in order to save money for priorities such as in-home food. However, those in the Central-West seem to be a little better off, as they are the most likely to say they have changed their purchasing habits."

— Renata Pompa de Moura, Research Manager

This report looks at the following areas:

- What can help young women pay off their debt?
- What can restaurants do to continue attracting consumers as food prices rise?
- Where are consumers treating themselves more?

Inflation, rising unemployment, and more expensive credit are holding back consumption and quickly changing Brazilian purchasing habits. The focus is now on grocery essentials, while several nonessential categories have been cut from consumers' purchasing lists over the past 12 months. As the economy continues its downward trend, promotional efforts and scaled-down versions are necessary for brands and retailers to survive. However, amid this surge of negative indicators, some age groups and regions of the country are standing out for their purchasing potential and represent opportunities for marketers in the current and short term.

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