

Marketing to the Middle Classes - Brazil - November 2015

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"Middle class consumers are still the target of companies operating in Brazil, who compete among each other for the opportunity to increase their sales volume, especially in difficult times when most consumers are purchasing the same or less than a year ago. Inflation and rising unemployment are holding back consumption."
 – Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Opportunities to help the middle class achieve a healthy lifestyle
- Providing the middle class with sporting and leisure activities
- Targeting premium products at the middle class

As money and credit are becoming more difficult to get, middle class consumers will spend time shopping around to find the best prices available in the market, especially young consumers who have more time available. Although they can use the internet to do so, they are more likely to pay attention to traditional advertising.

Brands, which do not want to compromise on price, have to offer value-added characteristics to their products and services, such as being environmentally friendly, helping local communities, or offering healthier varieties, in order to justify the price.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Consumers are buying less in all categories

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Protecting the environment is a high priority

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