

Healthiness & Sustainability – Brazil – December 2019

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This report looks at the following areas:

- Growing obesity and lack of physical activity affect Brazilians' health
- As consumption of electronics grows, e-waste becomes a problem
- Negative image of plastic makes industry invest in more sustainable alternatives

The adoption of a healthy lifestyle often occurs in response to the sort of health problems that have been affecting many Brazilians, such as obesity, hypertension and diabetes. In addition to poor eating habits, the lack of physical activity contributes to the incidence of these diseases and the occurrence of emotional problems such as stress and anxiety, which could be addressed by doing more exercise. On the other hand, as Brazilians become better informed about their health, they begin to associate some aspects of a healthy lifestyle with ecological sustainability, which can prove advantageous for healthy brands that are also perceived as having sustainable practices.



“Most Brazilians claim to have or to be adopting a healthy lifestyle, largely because their growing health problems force them to make this change. Not only the physical aspect but also emotional wellbeing has become an important part of a healthy lifestyle, as many claim to be feeling stressed.”

– Naira Sato, Research Director

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