

Kids' Impact on Household Decisions – Brazil – 2021

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This report looks at the following areas:

- In addition to price, what are the most important factors when it comes to purchasing food and drinks for children and adolescents.
- What are the most important factors when it comes to purchasing other products for children and adolescents.
- How much importance parents give to daily behaviors and attitudes such as completing school tasks, having a healthy diet and spending time with family.
- The influence of children on parents' lifestyle and consumption habits.
- Parents' shopping habits and how their children influence them.

Brazilian families with children under 18 living in the household have had to drastically adapt their lifestyles due to the COVID-19 pandemic and the consequent interruption of face-to-face classes, which has been a great source of stress for parents and children. In addition, the economic recession that followed the coronavirus outbreak has severely impacted household income and has reduced families' purchasing power. Family values related to ethics, union and sustainability have also gained new relevance during this period and parents have favored brands aligned with their positioning – therefore, brands must be transparent when it comes to their actions and communicate clearly their essential values.



“After a year of uncertainties, parents of children under 18 have tried to find some sort of stability, now that schools have reopened. The pursuit of a healthy lifestyle has been a priority, as well as family values. These factors have had great influence on consumption habits.”

– **Laura Menegon, Junior**
Research Analyst

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