

# Busy Lifestyles - Brazil - 2023

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## This report looks at the following areas:

- Brazilians' routine activities and time spent on activities
- Remote activities vs. face-to-face activities
- Impact of the economic crisis on time availability
- Time-saving attitudes
- Interest in activities

Apart from work, household chores are the activities that take up most of Brazilian consumers' time. Women are more likely than men to do and spend more time in such activities, and the return to the office may further exacerbate gender inequality. In addition, financial difficulties have led Brazilians to spend more time researching prices and to hold back online shopping to avoid spending on shipping fees. Doing activities online is the main way found by consumers to save time. However, those from Generation Z have stood out for seeking to reduce screen time to have more free time.



"The COVID-19 pandemic has shown Brazilians that many day-to-day activities can be done online, and this continues to be the main action taken to save time. Gender inequality is still very present, burdening most Brazilian women."

- Laura Menegon, Research Analyst - Latam

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- Previous editions

### Did you know?

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