

Attitudes Toward Ethics and Sustainability - Brazil - 2023

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This report looks at the following areas:

- Awareness and understanding of ethical and sustainable concepts
- Impacts of and responsibilities for sustainability
- Consumers' ethical and environmental concerns
- Interest in products with ethical and sustainable attributes
- Expectations from brands
- Barriers related to ethics and sustainability

Brazilian consumers worry about climate change; they are aware of its consequences on Brazil's climate and have tried to adopt sustainable habits. However, they are resistant to paying more for products and services with attributes related to sustainability. Supporting social causes has a positive impact on consumers' perception of brands, but transparency has proved to be fundamental, demanding that brands improve their processes, especially the communication with customers.



“Brazilian consumers worry about global warming and its consequence and expect companies to take concrete actions to tackle it. However, they show little knowledge of terms related to the topic and reluctance to spend more on sustainable products and services.”

– **Laura Menegon, Research Analyst**

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