

Lifestyles of the Over-55s - Brazil - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The world’s population is aging and young adults are increasingly postponing plans to start a family. This demographic profile change, with lower levels of population replacement, is strong in Brazil. Brazilian women are postponing having children until later in life, and it’s estimated that by 2030 women will become mothers after the age of 29.”
– Sheila Salina, Senior Lifestyle Analyst

This report looks at the following areas:

- What are the current main demographic characteristics of the over-55s? Who do they live with? What is their average income? Do they access the internet? Are they working?
- How many Brazilian over-55s are retired and what has changed in their lives with retirement?
- Which categories/segments did they spend more on in the last year?
- What are the behavior profiles (habits and attitudes) of the over-55s in Brazil, based on a cluster analysis? What are the main differences between the behavior profiles? What attributes are relevant to each group?

This scenario involves, among other social changes, a high involvement of the over-55s in the economy, with the business increasingly focusing on their needs. However, this is still rare today, considering that six in 10 over-55s earn less than two minimum salaries (up to R\$ 1,400); the majority are living with their family (their children or their children’s family) and few are financially independent or allocate their small budget only toward their own personal expenditures and leisure.

Even so, over-55s today are concerned about leading a better life. They try to develop healthy eating habits, have good physical appearance (through the use of beauty and personal care products), and enjoy being busy, either at home or with additional work. On the other hand, they have almost no interaction with new technologies, low access to the internet, and there are few practical solutions encouraging them to keep an active body.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

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