

Sustainable Lifestyles - Brazil - August 2016

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“Brazilians are more conscious about the negative impacts their actions could have on the environment. While they are demanding more sustainable actions from companies, they are also cash-strapped and in many cases not willing to pay more for green/ethical products or looking for extra benefits that justifies the higher price of many of these products.”

– Renata Pompa de Moura, Research Manager

This report looks at the following areas:

- How to convince lower income consumer to buy greener products
- Durability: an important factor for ethical/green buyers
- Making sustainable practices visible to consumers who cook at home

Sustainability has become an increasingly important factor influencing consumers’ purchases and companies’ reputations as consumers are more demanding and paying attention to companies’ practices. However, rising prices make it difficult for many consumers to justify paying more for sustainable claims.

This Report identifies the opportunities for sustainable products and brands to stand out to consumers in this challenging market, whether through positioning or aggregating new features to turn green/ethical credentials into a “must have” for consumers.

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

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