

Healthy Lifestyles - Brazil - November 2016

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“Brazilian attitudes toward health are polarized. While females focus on dieting and weight, males are more likely to exercise. Healthy habits increase with income and with age. However the growing interest in certain health solutions and tools indicates that this scenario could soon be changing.”

– **Renata Pompa de Moura, Research Manager**

This report looks at the following areas:

- Opportunities to market the taste of fresh organics in the South
- Helping seniors stay active
- Relieving stress in large cities
- Making skincare more appealing to males

Adopting a healthy lifestyle is not an easy task for many consumers who have a busy lifestyle, have lost their jobs, or have a tighter budget due to the recession. Brands and retailers have opportunities to sponsor health activities to gain visibility and inspire a healthier lifestyle among consumers. In addition, there are also opportunities to offer affordable healthy options that easily fit into consumers' daily activities. Preventing future illnesses and improving appearances are the main drivers for people to make changes to their lifestyles and these can be powerful messages to attract consumers to healthier habits.

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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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