

## Brazilian Lifestyles - Spending Habits - Brazil - June 2017

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“Many Brazilians are still dealing with unemployment, having to change their spending habits during the current economic crisis. Although they are willing to pay off debts and save money for the future, many consumers still spend extra money on entertainment and leisure activities (such as eating out).”

– Naira Sato, Research Analyst

This report looks at the following areas:

Brazil is still going through a period of economic recession, and a number of factors are holding back its economic recovery. In spite of that, some categories can be highlighted. As food inflation is falling, for example, more Brazilians may be encouraged to eat out more often. Even in debt, the Brazilian consumers are still willing to spend money on entertainment activities when they have a little extra cash, while women are spending more on hair products as they do more salon treatments at home. Pharmaceuticals and OTCs have also grown as the population gets older, with a higher prevalence of health problems and also the proliferation of diseases such as yellow fever, dengue, Zika, and chikungunya. Despite the crisis, there are still many opportunities to be explored in Brazil.

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The consumer

Half of Brazilians say their financial situation is not good

Figure 1: Financial situation, January 2017

Parents are concerned about their future financial situation

Figure 2: Consumer sentiment for the coming year, by parental status, January 2017

Women are more keen to buy haircare and facial and body care products

Figure 3: Planned purchase in the next three months, by gender, January 2017

One third of Brazilians save extra money for emergencies

Figure 4: Ways of spending extra money, January 2017

Brazilians aged 45+ stay with the same brands, but struggle to use loyalty programs

Figure 5: Attitudes and behaviors toward loyalty, January 2017

Women search for price, but avoid buying online

Figure 6: Purchasing habits, by gender, January 2017

What we think

### Brazil Today – What You Need to Know

Recession still affects the country

More than 14 million Brazilians are unemployed

Economic recovery may be affected by political turmoil

Brazilians are living longer

Women are having fewer children

### The Economy

Brazil's GDP significantly declines for two consecutive years

Figure 7: GDP variation, Brazil, 2011-16

Figure 8: Brazil's National Wide Consumer Price Index (IPCA), annual variation, 2006-16

Figure 9: family consumption growth compared to the previous quarter, Brazil, 2011-16

Unemployment rate still growing

Figure 10: Unemployment rate, quarter-to-quarter variation, January 2015 to March 2017

Political crises affects the economy

### The Population

Life expectancy of Brazilians has increased

Figure 11: Life expectancy at birth, by gender, Brazil, 2000-15

Brazilian fertility rates in decline

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Figure 12: Fertility rate, Brazil, 2000-15

Figure 13: Number of births per thousand habitants, Brazil, 2000-15

Population growth will slow and number of families is declining

Figure 14: Population projection, Brazil, 2000-30

Figure 15: Families in private households, by number of people, Brazil, 2000

### Consumer Expenditure – What You Need to Know

Personal finance and housing represent biggest expenditure

OTC and pharmaceuticals tend to keep growing

BPC products push innovations and diversify channels

Taxes affect the technology and communication sector

Brazilians are looking for low-cost leisure and entertainment options

Economic crisis boosts domestic travels

Harvest improves food inflation in 2017

### Consumer Expenditure Overview

Division by sector

Figure 16: Consumer expenditure, by sector (R\$ billions), 2016

Forecast for the next five years

Figure 17: Best- and worst-case forecast total value sales, 2011-21

Category leaders in the next five years

Figure 18: Fastest-growing market sectors, by growth rate, 2016-21

Slower-growing sectors in the next five years

Figure 19: Slowest-growing market sectors, by growth rate, 2016-21

### In-home Food

What we think

Past poor harvest pushes food inflation

Figure 20: In-home food market size in Brazil, by value, 2011-16 (est)

Expectations of economic growth may improve food spending

Figure 21: Best and worst-case forecast for in-home food market, at current prices, Brazil, 2011-21

Winners for 2017

Losers for 2017

Key consumer findings

### Eating Out

What we think

Food inflation impacts final price of products

Figure 22: Food service market size in Brazil, by value, 2011-16 (est)

Convenience and health benefits can boost the market

Figure 23: Best- and worst-case forecast for food service market, at current prices, Brazil 2011-21

Winners for 2017

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Losers for 2017

Key consumer findings

## Home and Garden

What we think

Market suffers with reduction of home appliances sales

Figure 24: Home and garden market size in Brazil, by value, 2011-16 (est)

Innovations can boost sales in the category

Figure 25: Best- and worst-case forecast for home and garden market, at current prices, Brazil, 2011-21

Winners for 2017

Losers for 2017

Key consumer findings

## Vacations

What we think

Growth during the Olympics was lower than the World Cup

Figure 26: Vacations market size in Brazil, by value, 2011-16 (est)

Niche tourism and fall of the dollar influence market growth forecast

Figure 27: Best- and worst-case forecast for the vacations market, at current prices, Brazil, 2011-21

Winners for 2017

Losers for 2017

Key consumer findings

## Alcoholic Drinks at Home and On-premise

What we think

Beer represents the majority of sales

Figure 28: Brazilian alcoholic drinks at home expenditure, 2011-16 (est.)

Increased taxes on all alcoholic beverages limits consumption

Figure 29: Best- and worst-case forecast for alcoholic drinks at home expenditure, at current prices, 2011-21

Alcoholic Drinks On-premise

Bars are the preferred place to drink out of home

Figure 30: Brazilian alcoholic drinks on-premise expenditure, 2011-16 (est.)

Promotions/offers can help to push sales

Figure 31: Best- and worst-case forecast for alcoholic drinks on-premise expenditure, at current prices, 2011-21

Winners for 2017

Losers for 2017

Key consumer findings

## Transport

What we think

The transport market has seen strong growth in the past years

Figure 32: Brazilian transport expenditure, 2011-16 (est.)

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Uncertainties in the economy are highly affecting the sales of new cars

Figure 33: Best- and worst-case forecast for transport expenditure, at current prices, 2011-21

Winners for 2017

Losers for 2017

Key consumer findings

## Technology and Communications

What we think

Households with internet access surpasses 50% for the first time

Figure 34: Brazilian technology and communications expenditure, 2011-16 (est.)

Consumers are likely to take longer to exchange old products, slowing growth

Figure 35: Best- and worst-case forecast for technology and communications expenditure, at current prices, 2011-21

Winners for 2017

Losers for 2017

Key consumer findings

## Beauty and Personal Care

What we think

In addition to the economic crisis, price increases affected the sector

Figure 36: Beauty and personal care market size in Brazil, by value, 2011-16

Sector recovery expected to begin in 2017

Figure 37: Best- and worst-case forecast for beauty and personal care, at current prices, Brazil, 2011-21

Winners for 2017

Losers for 2017

Key consumer findings

## OTC and Pharmaceuticals

What we think

Aging population and certain diseases boost the sector

Figure 38: OTC and pharmaceuticals market size in Brazil, by value, 2011-16

Innovation and product diversity will ensure industry sales

Figure 39: Best- and worst-case forecast for OTC and pharmaceuticals, at current prices, Brazil, 2011-21

Winners for 2017

Losers for 2017

Key consumer findings

## Household Care

What we think

With the economic crisis, Brazilians are looking for affordable products

Figure 40: household care market size in Brazil, by value, 2011-16

Competition will remain high in the industry and will force price cuts

Figure 41: Best- and worst forecast for household care, at current prices, Brazil, 2011-21

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Winners for 2017  
 Losers for 2017  
 Key consumer findings

## Clothing and Accessories

What we think  
 Clothing and accessories market had same growth in 2015 and 2016  
 Figure 42: Clothing and accessories market size in Brazil, by value, 2011-16  
 Sales may start to improve in 2017  
 Figure 43: Best- and worst-case forecast for clothing and accessories, at current prices, Brazil, 2011-21  
 Winners for 2017  
 Losers for 2017  
 Key consumer findings

## Leisure and Entertainment

What we think  
 Many leisure and entertainment categories are experiencing significant growth during the recession  
 Figure 44: Leisure and entertainment market size, by value, Brazil, 2011-16 (est.)  
 Interest in sports is growing after the Olympic Games in 2016  
 Figure 45: Best- and worst-case forecast for leisure and entertainment market, at current prices, Brazil, 2011-21  
 Sports  
 Toys  
 Winners for 2017  
 Losers for 2017  
 Key consumer findings  
 Many Brazilians are choosing free activities  
 ABs are the most likely to have visited concert/sporting event/theater

## Personal Finance and Housing

What we think  
 Slow-down in home financing affected 2016 performance  
 Figure 46: Brazilian personal finance and housing expenditure, 2011-16 (est.)  
 Reduction in interest rate aims to stimulate the market in 2017  
 Figure 47: Best- and worst-case forecast for personal finance and housing expenditure, at current prices, 2011-21  
 Winners for 2017  
 Losers for 2017  
 Key consumer findings  
 Despite the recession, savings is still important

## Miscellaneous Expenditure

What we think  
 Unemployment affects the private health insurance sector

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Figure 48: Retail sales of the miscellaneous expenditure sector in Brazil, by value, 2011-16 (est)

More students switching to public schools

Figure 49: Best- and worst-case forecast for miscellaneous expenditure, at current prices, Brazil, 2011-21

Winners for 2017

Losers for 2017

Key consumer findings

Cash-strapped consumers are postponing medical checkups

Brazilians are considering their spending choices more

### The Consumer – What You Need to Know

Brazilians feel the effects of political and economic crises

High education costs concern parents

Hair, body, and face care products are on women's shop list

Brazilians can get rewarded for extra savings

Loyalty programs should be easier to use by those aged 45+

Women search for the best prices, but are afraid to buy online

### Financial Situation

Half of Brazilians say they are not in good financial situation

Figure 50: Financial situation, January 2017

Younger consumers are more confident in their current financial situation

Figure 51: Financial situation, by age, January 2017

Unemployed say they have difficult and problematic financial situation

Figure 52: Financial situation, by working status, January 2017

### Consumer Sentiment for the Coming Year

Current financial situation is not good, but Brazilians are optimists

Figure 53: Consumer sentiment for the coming year, January 2017

Parents are concerned about their future financial situation

Figure 54: Consumer sentiment for the coming year, by house with and without children, January 2017

Men aged 25-34 are not optimistic about their financial situation

Figure 55: Consumer sentiment for the coming year, by gender and age, January 2017

### Planned Purchase in the Next Three Months

Brazilians plan to spend less eating out

Figure 56: Planned purchase in the next three months, January 2017

Young men are interested in buying more electronic devices

Figure 57: Planned purchase in the next three months, by gender and age, January 2017

Women are willing to buy more haircare and face and body care products

Figure 58: Planned purchase in the next three months, by gender, January 2017

### Ways of Spending Extra Money

One third of Brazilians claim to save extra money for emergencies

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Figure 59: Ways of spending extra money, January 2017

Consumers without children would use extra cash for entertainment

Figure 60: Ways of spending extra money, by house with and without children, January 2017

Men aged 16-34 would spend extra money traveling

Figure 61: Ways of spending extra money, by gender and age, January 2017

## Attitudes and Behaviors toward Loyalty

Loyalty programs that offer free gifts attract Brazilians

Figure 62: Attitudes and behaviors towards loyalty, January 2017

Brazilians aged 45+ are the most loyal, but find it difficult to use loyalty programs

Figure 63: Attitudes and behaviors towards loyalty, by age, January 2017

Loyalty programs can be more appealing to men

Figure 64: Attitudes and behaviors toward loyalty, by gender, January 2017

## Purchasing Habits

Brazilians compare prices online, but many buy in physical stores

Figure 65: Purchasing habits, January 2017

Young people make more impulse purchases

Figure 66: Purchasing habits, by age, January 2017

Women search for best prices, but are afraid to buy online

Figure 67: Purchasing habits, by gender, January 2017

## Appendix – Methodology, Abbreviations, and Supporting Information

Methodology

Fan chart forecast

Abbreviations

## Appendix – In-home Food

Figure 68: Best- and worst-case forecast of total sales value, 2016-21

## Appendix – Eating Out

Figure 69: Best- and worst-case forecast of total sales value, 2016-21

## Appendix – Non-alcoholic Drinks

Figure 70: Best- and worst-case forecast of total sales value, 2016-21

## Appendix – Alcoholic Drinks at Home

Figure 71: Best- and worst-case forecast of total sales value, 2016-21

## Appendix – Alcoholic Drinks On-premise

Figure 72: Best- and worst-case forecast of total sales value, 2016-21

## Appendix – Beauty and Personal Care

Figure 73: Best- and worst-case forecast of total sales value, 2016-21

## Appendix – OTC and Pharmaceuticals

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Figure 74: Best- and worst-case forecast of total sales value, 2016-21

### Appendix – Household Care

Figure 75: Best- and worst-case forecast of total sales value, 2016-21

### Appendix – Home and Garden

Figure 76: Best- and worst-case forecast of total sales value, 2016-21

### Appendix – Clothing and Accessories

Figure 77: Best- and worst-case forecast of total sales value, 2016-21

### Appendix – Transport

Figure 78: Best- and worst-case forecast of total sales value, 2016-21

### Appendix – Vacations

Figure 79: Best- and worst-case forecast of total sales value, 2016-21

### Appendix – Technology and Communication

Figure 80: Best- and worst-case forecast of total sales value, 2016-21

### Appendix – Leisure and Entertainment

Figure 81: Best- and worst-case forecast of total sales value, 2016-21

### Appendix – Personal Finance and Housing

Figure 82: Best- and worst-case forecast of total sales value, 2016-21

### Appendix – Miscellaneous Expenditure

Figure 83: Best- and worst-case forecast of total sales value, 2016-21

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