

Marketing to Parents: Incl Impact of COVID-19 - Brazil - September 2020

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This report looks at the following areas:

- How the COVID-19 pandemic is affecting the behavior of parents with children under 18
- How the economic recession, exacerbated by the outbreak of COVID-19, affects the lifestyle and purchasing power of consumers with children under 18
- Current habits and activities of Brazilian parents of children and teenagers
- Launches and consumer interest in innovation

According to Mintel's Global COVID-19 Brazil Tracker (August 3-18, 2020), 72% of parents with children under 18 stated that they are concerned about what the pandemic can do to their lifestyle, and 45% of these parents are extremely concerned. This happens because, in addition to general concerns (risk of exposure to the virus, the worsening of the economic crisis, and adaptation to social isolation), parents have had to deal with their children at home full time, as schools have been closed since March 2020. It has been exhausting for many parents to oversee distance learning while working from home or in person and still looking after the house.

In this context, many families have had to reduce their budgets due to the economic crisis. They have been seeking to cut spending and prefer products and services that are better value for money. At the same time, faced with the overloaded routine, parents have invested in products and services that bring practicality and agility to their lives.



"Parents with children under 18 are heavily burdened at the moment. In addition to all common concerns created by COVID-19, they still face the challenges of managing the family routine with schools closed. Stacking of tasks can have consequences for this group's mental health."

- Laura Menegon, Food and Drink Analyst

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- **Natura causes controversy on Father’s Day by inviting Thammy Miranda to participate in the campaign**
- **Home care products with natural claims may gain prominence in the market**
- **Brand links sustainability and identity and is successful in selling children’s clothing**

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