

Attitudes and Habits on Social Media: Incl Impact of COVID-19 – Brazil – December 2020

Report Price: £3265 | \$4495 | €3940

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This report looks at the following areas:

- How the COVID-19 pandemic has impacted Brazilians' attitudes and habits toward social media.
- Which brands and products categories Brazilians interact with on social media and how this interaction happens.
- What motivates users to buy products and services directly on social media.
- What kind of content and positioning Brazilians expect from brands and companies on social media.
- How the "cancel culture" and the impacts of social media on mental health affect users' perceptions.

Internet users in Brazil have always quickly and massively adopted the new social media channels that emerge. There is, however, some variation in terms of access and preference among different demographic groups and lifestyles. TikTok, for example, is more successful among younger generations and parents of young children, while LinkedIn is more likely to be used by older groups. In Brazil, for some years now, having access to the internet is practically synonymous with using WhatsApp.

The extensive use of social media among Brazilians encourages both users and brands to be creative when using this channel. Social media has been used for various purposes, such as entertainment, shopping, activism, source of information, organization of events with family and friends (especially during social isolation) and so on. On the other hand, the high exposure to social media has also led users to demand more realistic content and to question the negative impacts that this exposure may have on their mental and emotional health.



"Uncertainty saw total expenditure on the home fall in the past year. This was despite the strength of the home improvement and appliances markets and the windfall of new demand amid extended periods inside. Within the market, demand has grown increasingly polarised in the past year, with this set to remain in the coming years, thereby suppressing expenditure. "

– Ana Paula Gilsogamo,

Senior Research Analyst
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- **Natura overcomes boycott and sees its shares rise**

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