

February 2020

Busy Lifestyles - Brazil

“Brazilians have an intense routine, and as a consequence have little time to take care of their physical and mental wellbeing. The lack of physical activity, in addition to opting for practical instead of healthy food and working extra hours, makes them feel stressed, anxious and overwhelmed. These factors have ...

January 2020

Online Shopping - Brazil

“Online shopping is quite consolidated in Brazil, but the frequency in which Brazilians shop online is relatively low. The categories of non-durable consumer goods, therefore, have an even greater challenge in the country’s online market. In order to make consumers shop online more often, brands and retailers need to offer ...

December 2019

Healthiness & Sustainability - Brazil

“Most Brazilians claim to have or to be adopting a healthy lifestyle, largely because their growing health problems force them to make this change. Not only the physical aspect but also emotional wellbeing has become an important part of a healthy lifestyle, as many claim to be feeling stressed. Healthiness ...

Social Media Overview - Brazil

“As the access to the internet and the usage of social media grow, the audience has become more diverse, generating migrations between social networks and challenging brands and companies to be more assertive when identifying which content, network and subject appeal to their target demographic. Having a wide reach and ...

November 2019

The Beauty Consumer - Brazil

“Brazilians don’t spend too much time on their daily beauty routine. More than a third of men spend less than five minutes a day, while a third of women spend 5-14 minutes. The market needs to overcome some challenges in order to bring innovations to consumers. Products with natural ingredients ...

October 2019



Alcoholic Drinks Consumption Habits - Brazil

“As consumers drink alcoholic beverages less often due to their financial instability and health concerns, the category needs to offer more competitive products, either by focusing on price and promotions or delivering products with higher added value that bring innovations in terms of flavor, appearance and consumption experience, or in ...