

October 2014

Consumer Spending Habits - Brazil

“The majority of Brazilians are interested in promotional prices offered by stores and brands. However, customized promotions, based on consumers’ profiles and demographics, for example, tend to be more beneficial to higher socioeconomic groups – about 30% of AB consumers used credit card promotions and about 30% of them received ...

August 2014

Leisure Time - Brazil

“The leisure market in Brazil is wide-ranging and it involves out-of-home as well as at-home activities that consumers do with their family, friends, alone or using technology. One of the most popular leisure activities is electronic gaming, which generated approximately 850 million reais with the sale of games software in ...

Eating Out Trends - Brazil

“It is important for the out-of-home food sector to steer away from market ‘truths’ and look for hidden opportunities. If everyone believed in clichés, such as ‘women prefer to eat more healthy food, compared to men,’ ‘young consumers only eat on the cheap,’ ‘restaurants only need to offer ...