

December 2015

Healthy Eating Trends - Brazil

"Although Brazil's economic stagnation brings an unfavorable scenario, some elements can boost the healthy food market's growth. The aging population creates new demands for products that have additional nutritional benefits, and the prevalence of health problems such as hypertension and diabetes make Brazilians seek products with less sugar and sodium ...

Marketing to Moms - Brazil

"The economy has been influencing the activities moms do with their kids, with many of them trying to save by opting for more affordable leisure activities and spending more time at home rather than going out."

– **Renata Pompa de Moura, Research Manager**

Supermarkets and Hypermarkets - Brazil

"The food and drink retailing sector in Brazil is highly competitive, dynamic, and fragmented. Brazilians can choose from local street markets to huge wholesalers, and they will favor those that can offer the best price and customer service."

– **Andre Euphrasio, Research Analyst**

November 2015

Marketing to the Middle Classes - Brazil

"Middle class consumers are still the target of companies operating in Brazil, who compete among each other for the opportunity to increase their sales volume, especially in difficult times when most consumers are purchasing the same or less than a year ago. Inflation and rising unemployment are holding back consumption."

October 2015

The Time-Pressed Consumer - Brazil

"Brazilians are searching for ways to save time, whether through convenient food options, 24-hour beauty services, multifunctional and quick-to-apply personal care products, or looking for alternatives to avoid traffic congestion and long queues. In this context, technology is emerging as an ally of consumers, helping them increase their productivity in ...

September 2015

Eating Out Trends - Brazil

"The economic downturn has already started affecting Brazilian's eating out habits, but more than focusing on price alone, it is important that the foodservice sector is aware that low price does not necessarily guarantee consumers' loyalty. Many consumers consider eating out as a leisure activity, a way to get out ...

July 2015

Consumer Spending Habits - Brazil

"Food prices continue to rise and many consumers are cutting back on eating out in order to save money for priorities such as in-home food. However, those in the Central-West seem to be a little better off, as they are the most likely to say they have changed their purchasing ...

April 2015

Brazilian Lifestyles 2015: Living Online - Brazil

"Interacting with others through email and social media and reading the news are the main activities Brazilians perform online. However, internet usage has much more room for growth in Brazil, and providing trustworthy online reviews and enhancing anti-fraud tools are essential for the popularization of financial transactions online. The current ...

January 2015

Marketing to Singles - Brazil

"The segment of products and services focused on singles has become quite attractive for brands, services, and supermarkets, as the number of singletons keep growing, reaching nearly half the population. Luxury items, travel, spa services, and upgrades of any sort should be marketed heavily to singles, utilizing 'you deserve it' ...