

January 2018

Retail Drivers - Brazil

"Low price is a major influencing factor among Brazilian consumers, but retailers can explore other ways to appeal to them. Shopping centers and stores capable of creating a pleasant experience, with high-quality customer service and comfortable environment, have great potential to attract consumers."

December 2017

Healthy Eating Trends - Brazil

"Brazilians are gradually adopting healthy eating habits. However, despite the intention to limit the intake of salt, sugar, meat and carbohydrates, for example, the majority of consumers still don't want to radically change their behavior. In this scenario, brands need to understand what consumers expect in terms of healthy eating ...

November 2017

Busy Lifestyles - Brazil

"As consumers look for ways to adopt healthy eating habits, combat stress, and make better use of their time, there are opportunities for brands and companies to create products and services that help them achieve these goals. Offering assistance in these areas will probably enhance consumers' appreciation and potentially improve ...

August 2017

Eating Out Trends - Brazil

"It is important that restaurants continue investing in innovation, both in the menu and its environment, to maintain consumers' interest and build loyalty. Actions that improve the cost-benefit of eating out can be more important than promotional prices."

Brazilian Lifestyles - Spending Habits - Brazil

"Many Brazilians are still dealing with unemployment, having to change their spending habits during the current economic crisis. Although they are willing to pay off debts and save money for the future, many consumers still spend extra money on entertainment and leisure activities (such as eating out). Some macroeconomic data ...

July 2017

E-commerce - Brazil

“The online sales channels have been evolving in Brazil. Although it’s not so big compared to countries like the United States, the Brazilian e-commerce market is being transformed and consumers have access to all the devices needed to do their online shopping (laptops, smartphones, and tablets). It is important, however ...

April 2017

Vitamins and Supplements - Brazil

“Vitamin, mineral, and supplement brands can benefit from reminding consumers of how, despite their best efforts, they may be falling short with nutrition, but can turn to these products for a solution.

Blurring with food and drink as well as using healthy and natural ingredients in product formulations can also ...

Beauty Habits - Brazil

“Brazil’s current economic crisis might have had a positive impact on Brazilian consumers’ beauty habits. They have reported to be using less water when getting ready to go out and not buying a new beauty product until their current one runs out completely. These new habits could mean a more ...

March 2017

Changing Household Cleaning Habits - Brazil

“Higher participation of young consumers in household cleaning tasks and the need to save money and time are some of the main factors influencing consumer purchases and product launches.”

Drinking Out - Brazil

“Brazilians are cutting down on drinking outside of the home. It is expensive and drinks specials and promotions are good motivators to make consumers drink more. To remain visible and relevant during the recession, brands and venues need to expand and offer special experiences and beverages to consumers. Venues also ...

January 2017

Marketing to Millennials - Brazil

“Sustainability and healthy eating habits are areas in which Millennials still lag behind other previous generations, as people tend to adopt more sustainable and healthier habits as they age. There is room for brands to tap in to help Millennials adopt healthier and sustainable habits, especially older Millennials.”

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