

## July 2022

### Household Care Habits - Brazil

“As the COVID-19 pandemic enters a new phase, in addition to hygiene and disinfection, Brazilian consumers seem to have new priorities, demonstrating interest in innovations based on convenience, sustainability and health safety. Household care brands also have the challenge of addressing issues related to the division of household chores and ...

## May 2022

### Marketing to Young Adults - The Older Gen Z - Brazil

"Young adults from Generation Z have been severely impacted by the pandemic and economic issues in recent years, with a growing number of them neither studying nor working. In addition, social isolation has led them to use new technologies even more and dive into the online universe of games and ...

## March 2022

### Wellness Lifestyle - Brazil

“At a time when Brazil lacks structural bases to provide access to a better quality of life, brands and companies have room to act more actively with a focus on promoting wellbeing. The search for wellbeing involves everything that surrounds consumers, from structural elements such as food, work and personal ...

## February 2022

### Brazilian Pet Owners - Brazil

“Despite the price surge, Brazilian consumers continue to invest in the health and wellbeing of their pets, even if they seek ways to save money. The pet products categories should try to offer more affordable options to consumers and at the same time focus on health benefits for pets.” ...

## Upcoming Reports



## Lifestyles - Brazil

**Marketing to Over-55s - Brazil - 2022**

**Marketing to Adults without Kids - Brazil - 2022**

**Online x Offline Shopping - Brazil - 2022**

**Brazilian Lifestyles - Brazil - 2022**