

Brazil's Consumer Spending in Times of Economic Recession

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Abstracts

Brazil, once one of the fastest-growing economies in the world, is experiencing the worst recession in decades. Insights into how household spending patterns are changing after the economic recession can help companies identify opportunities and succeed, despite weak income and expenditure growth. Euromonitor International forecasts that consumer spending growth in Brazil will remain weak through to 2030, as the average household income is not expected to overtake its 2014 level before 2025.

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