

Consumer Values and Behaviour in Brazil

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Abstracts

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in Brazil report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Values market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in

London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Scope

Consumer values and behaviour in Brazil

Safety and rising costs remain key concerns for Brazilian consumers

Majority of Gen X believe society embraces and validates their sense of self

Consumers enjoy experimenting with novel goods and amenities

Trust in the companies they buy from most important for baby boomers in Brazil

Consumers in Brazil are more optimistic about their future than global counterparts

Younger generations anticipate improved financial well-being

Brazilians love to connect with friends and family at home

Safe location remains extremely important when choosing a home

Brazilians like to cook or bake for themselves, with millennials most active

Only a small percentage of Brazilians think going out to eat is more convenient

Gen Z have the least time for cooking

Brazilian consumers look for healthy ingredients in food and beverages

Gen Z Brazilians most eager to seek out a good work-life balance

Job security is most important for Brazilians, especially for millennials

Brazilian consumers expect a strict boundary between work and personal life

Online communication important for communicating with friends

Millennials go shopping for leisure

Brazilians prioritise getting the most value for money when travelling

Younger generations like urban getaways when on vacation

Lifting weights to build strength is a most popular exercise

Walking and hiking is most appealing to baby boomers

Brazilian consumers are interested in meditation

Most Brazilians worry about climate change

Consumers are actively working towards a greener and more sustainable future

Consumers motivated to opt for products that consume less energy

Consumers use social and political media to share their views

Brazilians enjoy discovering good deals

Shopping malls are most appealing for Gen Z consumers

Consumers in Brazil consistently search for established or renowned brands

Clear labeling most important to baby boomers

Brazilian consumers subscribe to online platforms for streaming media

Over half of Brazil's consumers are planning their holiday spending

Millennials set to increase spending on health and wellness the most

While inflation has stabilised, a third of Brazil's consumers are still concerned about finances

Baby boomers are most comfortable with their current financial situation
Brazilians are hoping to save money over the next 12 months
Brazilian consumers are less worried about their anonymity online

37% OF GEN Z OPT TO MAINTAIN ANONYMITY WHEN USING THE WEB

Consumers in Brazil utilise messaging apps or platforms
Younger generations regularly stream videos
Millennials utilise mobile applications to monitor and manage physical well-being
Consumers in Brazil show support for companies by following their social media updates
Millennial Brazilians are most likely to provide feedback online

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