

Megatrends in Brazil

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Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's 10 focus megatrends and insights as to how each trend has manifested in Brazil.

Euromonitor's Megatrends 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 Megatrends 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.

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The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

Starbucks introduces home delivery, in partnership with iFood

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Consumers seek more flexibility in all areas of life

Shoppers like to see what they are buying

Convenience drives e-commerce demand

Millennials lack time for cooking

Digital living

WhatsApp allows Brazilians to make in-chat payments directly to businesses

Home-delivered food is very popular in Brazil

Consumers are protective of their personal data

Millennials are most likely to share data for personalised offers

Friends and family remain the most trusted information source

Consumers expect more face-to-face activity post-pandemic

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More consumers prefer real world than online experiences

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Millennials are the most partial to virtual experiences

Brazilians enjoy tailored experiences

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Heineken set to expand premium beer portfolio in Brazil

Brazilians want a simpler life

Millennials have the most confidence in their investments

Health, quality and comfort are prized attributes

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Gen Z most likely to shop on social media

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Brazilians are keen to play a part in protecting the environment

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Reducing food waste tops the list of green activities

Consumers are keen to express their political opinions

Recyclable packaging is considered the most sustainable

Wellness

Mini Kalzone launches first vegan option with plant-based provolone cheese

Meditation is the leading antidote to stress

Brazilians are taking a greater interest in healthy eating

Consumers continue to take precautions in the post-pandemic era

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