



Euromonitor
International

Consumer Values and Behaviour in Brazil

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Table of Contents

CONSUMER VALUES AND BEHAVIOURS IN BRAZIL

Scope

HIGHLIGHTS

Consumer values and behaviour in Brazil

PERSONAL TRAITS AND VALUES

Consumers in Brazil have complex ideals, preferences and concerns

Older generations feel confident in displaying their true identity with friends and family

Consumers in Brazil like to try new products and services

Younger generations only buy from companies and brands that they trust completely

Consumers in Brazil expect they will be happier than they are now

Younger generations expect they will be better off financially

HOME LIFE

At home, consumers connect with friends or family virtually

Safe location: The most desired home feature

COOKING AND EATING HABITS

Brazilians prefer to cook or bake dishes for themselves

Consumers say that another person in at home is responsible for cooking for them

Younger generations assert that cooking meals comes with too high price tag

Brazilians look for healthy ingredients in food and beverages

WORKING LIFE

Gen X expect to be able to work from home

Consumers in Brazil primarily desire to have a sense of assurance in job position

Consumers in Brazil say they uphold a division between their job and private life

LEISURE

Brazilians enjoy socialising with friends online

Millennials loves going shopping for leisure

Brazilians prioritise unwinding when travelling

Baby Boomers expect safe destination options when travelling

HEALTH AND WELLNESS

Consumers engage in exercises that involve lifting weights to build strength

Older generations participate in walking or hiking

Consumers are interested in meditation to improve wellbeing

SUSTAINABLE LIVING

Consumers in Brazil are concerned about the climate change

Consumers actively pursuing environmentally-conscious lifestyles

Brazilians motivated to use sustainable packaging

Consumers in Brazil utilize social media to voice their perspective on current issues

SHOPPING

Consumers like to find bargains

Older generations open to buying fewer, yet higher quality items

Consumers in Brazil search for products that feature labels that are straightforward

Older generations aim to lead minimalist lifestyles, only buying what is completely necessary

Brazilians subscribe to streaming platforms on the internet

SPENDING

Brazilians expect to increase spending on travel/holidays
Younger generations foresee increasing spending on experiences the most
Consumers show apprehension regarding their current financial condition
Younger generations in a better financial position to cover unexpected expenses
Millennials aiming to increase their savings in future

TECHNOLOGY

Consumers in Brazil actively manage data sharing and privacy settings
Millennials say it is important to foster online identity
Consumers in Brazil employ messaging or communication applications
Baby Boomers regularly access their financial accounts via online channels
Younger generations actively visit health-related or medical sites online
Consumers in Brazil engage with businesses' social media content
Younger generations frequently interact with companies' social media profiles

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