

Megatrends in Brazil

Market Direction | 2022-09-26 | 58 pages | Euromonitor

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Report description:

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 eight 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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Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Digital living

PicPay aims to popularise digital currency through its first in-app crypto exchange

Mobile gaming is highly popular in Brazil

Most consumers actively manage their data settings

Millennials are the most interested in receiving personalised offers

Friends and family remain the most trusted sources of information

A return to face-to-face activities is expected post-pandemic

Experience more

The Sandbox partners with BAYZ to bring its metaverse to Brazil

Brazilians embrace all types of experience

Online socialising is more common than face-to-face post-pandemic

Relaxation, all-inclusives and safety resonate most with Brazilian travellers

Millennials are the most focused on resuming in-person activities

Middle class reset

Cuponeria partners with Banco Bari to expand its system of cashback and coupons

The majority of Brazilians say they like to find bargains

Repurposing is gaining traction

Younger consumers are most likely to increase visits to discount stores

Premiumisation

Zee.Dog launches new range of natural, super premium dog foods

Most Brazilians would rather buy fewer but higher-quality things

Consumers extensively research the products they consume

Quality is especially important when it comes to home care

Shifting market frontiers

Brazil's multicultural consumers are interested in international goods

Baby boomers are most focused on supporting local business

Shopping reinvented

Magalu launches Brazil's first retailer-owned social commerce platform

Most consumers prefer in-store shopping, despite online boom

Almost half of Brazilians participate on companies' social media feeds

Millennials are most likely to engage with brands online

Sustainable living

Ride-hailing app 99 to expand its fleet of electric cars following agreement with BYD

Brazilians are keen to play their part in helping to protect the environment

Reducing food waste and recycling are top concerns

Consumers are keen to make their voices heard

Recyclable and biodegradable packaging are considered most sustainable

Wellness

Alt-dairy company NoMoo launches new cashew-based drinks lines

Most Brazilians now seek healthy ingredients in food and drink

Meditation is the most commonly used antidote to stress

Brazilians align with their global counterparts in terms of health tech

Consumers remain cautious about health and safety

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