

Sustainability in Brazil

Market Direction | 2024-09-26 | 44 pages | Euromonitor

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Report description:

Climate concerns are high in Brazil, with the majority of consumers trying to have a positive impact through their everyday actions. Over 60% of consumers reduce waste and recycle items, with approximately 45% identifying as zero wasters and meat avoiders. Investing in recycling claims across the strongest area of Beauty and Personal Care is an opportunity to differentiate goods and add value while appealing to zero wasters. Most meat avoiders are willing to pay more for food and beverage produc...

Euromonitor International's Sustainability reports allows to hear the voice of the industry by exploring specific industry related trends, business campaigns, and attitudes and expectations for sustainability from industry leaders in 5 regions. Reports monitor the levels of sustainability adoption across countries and product categories. Reports also allows to discover where companies and brands lead in terms of a sustainable product portfolio and which ones are falling behind. Use it to learn more about consumers' evolving attitudes, expectations and adoption of sustainability across key global markets.

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

Why buy this report?

- * Get a detailed picture of the Sustainability 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.

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