

Megatrends in Brazil

Market Direction | 2024-09-30 | 78 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 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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Scope

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Businesses harness megatrends to renovate, innovate and disrupt
The drivers shaping consumer behaviour
Megatrends framework
Lifestyles to be shaped by convenience and advances in digital technology
Convenience
Foodz offers high-quality, time-saving solutions, making healthier eating easier
Brazilians are keen users of tech and are using it to facilitate everyday tasks
Consumers seek more flexible work and travel arrangements
Fewer than half of younger respondents indicate they need to check a product before buying
Consumers most appreciate the increased choice offered by online stores
Brazilians seek time-saving alternatives to home cooking
Digital living
Delivery robot ADA offers a cost-effective, sustainable last mile delivery solution
Millennials are the most likely to use digital technologies
Consumers are paying more attention to data privacy
Millennials are the most receptive to targeted online deals
Brazilians prefer personal recommendations over brand messages
Consumers expect to see more face-to-face interactions in future
Diversity and inclusion
Linklado app enables indigenous populations to connect using their own native languages
Brazilians are more likely to voice their opinions online than their global counterparts
Millennials are the most eager to bring about change
Most Brazilians are happy to embrace other cultures
Consumers are putting brand practices under the spotlight
Experience more
Lacta upgrades its ?virtual chocolate store? experience on SuperMuffato platform
For Brazilians, socialising is important, whether it is online or face-to-face
Brazilians want to feel relaxed and safe on holiday
Shoppers enjoy novel in-store experiences
Personalisation
Payot addresses the skin care needs of menopausal women
Tech-savvy Brazilians enjoy virtual experiences
Consumers are looking for more unique types of activity
Premiumisation
Innovation in pet food is driven by premiumisation trend
Consumers seek added value from everyday products
With rising incomes, shoppers become more discerning
Consumers favour food products with healthy attributes
Pursuit of value
Cash & carry retailer Atakarejo set for expansion with investment from Patria
Cost-conscious Brazilians are fond of a good bargain
Consumers continue to be impacted by the cost-of-living crisis
A repurposing movement is emerging among conscious consumers
Millennials are the keenest to save money through discount stores
Shopper reinvented
Magalu joins forces with AliExpress to broaden e-commerce offerings
Millennials have the highest trust in celebrity brand endorsements

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Brazilians still prefer to buy clothing in physical stores
Social media plays a greater role in the shopping experience
Millennials embrace social commerce
Sustainable living
?Food to Save? app continues to prevent surplus food from going to waste
Consumers are keen to play a greater part in protecting the environment
Shoppers pay more attention to eco-friendly attributes
Cutting down on food waste is crucial to Brazilian consumers
Consumers start to take corporate practices into account
Shoppers want to see packaging that is recyclable or biodegradable
Wellness
Nutraata continues to innovate in functional dairy with new yoghurt-based protein bar
Mindfulness activities are seen as beneficial to wellness
Brazilians adopt a more holistic attitude towards health
Consumers continue to be wary of personal safety in the post-COVID era
Leverage the power of megatrends to shape your strategy today

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