

**Brazil: Consumer Profile**

Market Direction | 2024-10-08 | 45 pages | Euromonitor

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**Report description:**

Brazil's population is projected to maintain a solid growth rate despite slightly contracting birth rates, largely thanks to rising life expectancy. While childless families will become more popular among Brazilians, households with children will remain predominant in the country. The cost-of-living crisis has hit the slowly growing middle class, clouding its development, while high income inequality leaves the bottom of the pyramid vulnerable.

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Euromonitor's Brazil: Consumer Profile 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 Economy 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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How developments today shape the consumer of tomorrow

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One in five Brazilians continue to live in rented accommodation

Brazilians hungry for simplification through technology

Millennials are the most optimistic about their future spending priorities

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Gen X willing to spend extra on naturally healthy foods and beverages

Brazilian consumers on the lookout for bargains as prices of everyday goods go up

Brazilians place high importance and relevance on environmental concerns

Consumers trying to be more active in their saving priorities

Positive work-life balance remains major priority for Brazilian workers

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