

Consumer Values and Behaviour in Brazil

June 2024

Table of Contents

Scope

HIGHLIGHTS

Consumer values and behaviour in Brazil

PERSONAL TRAITS AND VALUES

Safety and rising costs remain key concerns for Brazilian consumers

Majority of Gen X believe society embraces and validates their sense of self

Consumers enjoy experimenting with novel goods and amenities

Trust in the companies they buy from most important for baby boomers in Brazil

Consumers in Brazil are more optimistic about their future than global counterparts

Younger generations anticipate improved financial well-being

HOME LIFE

Brazilians love to connect with friends and family at home

Safe location remains extremely important when choosing a home

COOKING AND EATING HABITS

Brazilians like to cook or bake for themselves, with millennials most active

Only a small percentage of Brazilians think going out to eat is more convenient

Gen Z have the least time for cooking

Brazilian consumers look for healthy ingredients in food and beverages

WORKING LIFE

Gen Z Brazilians most eager to seek out a good work-life balance

Job security is most important for Brazilians, especially for millennials

Brazilian consumers expect a strict boundary between work and personal life

LEISURE

Online communication important for communicating with friends

Millennials go shopping for leisure

Brazilians prioritise getting the most value for money when travelling

Younger generations like urban getaways when on vacation

HEALTH AND WELLNESS

Lifting weights to build strength is a most popular exercise

Walking and hiking is most appealing to baby boomers

Brazilian consumers are interested in meditation

SUSTAINABLE LIVING

Most Brazilians worry about climate change

Consumers are actively working towards a greener and more sustainable future

Consumers motivated to opt for products that consume less energy

Consumers use social and political media to share their views

SHOPPING

Brazilians enjoy discovering good deals

Shopping malls are most appealing for Gen Z consumers

Consumers in Brazil consistently search for established or renowned brands

Clear labeling most important to baby boomers

Brazilian consumers subscribe to online platforms for streaming media

SPENDING

Over half of Brazil's consumers are planning their holiday spending

Millennials set to increase spending on health and wellness the most

While inflation has stabilised, a third of Brazil's consumers are still concerned about finances

Baby boomers are most comfortable with their current financial situation

Brazilians are hoping to save money over the next 12 months

TECHNOLOGY

Brazilian consumers are less worried about their anonymity online

37% of Gen Z opt to maintain anonymity when using the web

Consumers in Brazil utilise messaging apps or platforms

Younger generations regularly stream videos

Millennials utilise mobile applications to monitor and manage physical well-being

Consumers in Brazil show support for companies by following their social media updates

Millennial Brazilians are most likely to provide feedback online

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-values-and-behaviour-in-brazil/report.