Euromonitor International

Consumer Lifestyles in Brazil

September 2026

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CONSUMER LANDSCAPE

Consumer landscape in Brazil 2026

PERSONAL TRAITS AND VALUES

Personal traits and values
Consumers are worried about the rising cost of everyday items
Time with a partner or spouse is a top priority for Millennials
Over 80% of consumers state that it is important to experience other cultures
Millennials shop in stores that create engaging experiences
Gen Z anticipate that they will be happier in future
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Exercising is popular at-home activity for Millennials
Most consumers visit or update social media sites weekly
Gen Z are most interested in city breaks
Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
Consumers look for healthy ingredients in food and beverages
Baby Boomers are most likely to state that they do not like to cook
Over 40% of consumers prepare meals at least once a day
Gen Z are most likely to be vegan
Many Brazilians are willing to pay more for products with superior taste
Eating and dietary habits survey highlights

WORKING LIFE

Working life
Gen X want to work for a company that takes ethical and social responsibilities seriously
Consumers desire to have a job that enables an equilibrium between work and personal life
Millennials seek to be a member of a company that values innovation
Brazilians would like to work from home
Working life survey highlights

HEALTH AND WELLNESS

Health and wellness
Over 40% of consumers exercise almost every day
Massage is a popular stress-reduction activity among younger generations
Consumers in Brazil think nutritional properties are an influential product feature
Millennials are most likely to own fitness wearables
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Over half of consumers in Brazil enjoy discovering good deals
Older generations say they would rather buy fewer, but higher quality things
Younger generations regularly buy gifts for family and friends
Older generations try to buy from locally owned stores
Baby Boomers are most likely to buy sustainable products

Gen Z regularly share their recent purchases on their social networks
Consumers primarily trust friends and family recommendations
Consumers expect to increase spending on education the most
Older generations have sufficient funds to handle an unforeseen crisis
Shopping and spending survey highlights

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