

Consumer Lifestyles in Brazil

May 2023

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Salaries and job security remain important job considerations

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A high percentage of consumers use exercise to maintain their health and wellness

A growing number of consumers focusing on improving their mental wellbeing?

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Health and wellness survey highlights

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Cost-of-living crisis motivating consumers to find ways to manage their budgets

Despite pressure on household budgets consumers want good quality products

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Consumers embrace the circular economy and support brands that share their values

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Data privacy is a concern, but technology is key to enhancing the shopper journey

Consumers are focusing their attention on spending on essentials and trying to save more

Most generations have concerns around their current financial situation

Voice of the consumer (3)

Shopping and spending survey highlights

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