

Megatrends in Brazil

November 2023

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Scope

- The drivers shaping consumer behaviour
- Megatrends framework
- Businesses harness megatrends to renovate, innovate and disrupt
- Convenience
- Starbucks introduces home delivery, in partnership with iFood
- Tech is being used to simplify everyday tasks
- Consumers seek more flexibility in all areas of life
- Shoppers like to see what they are buying
- Convenience drives e-commerce demand
- Millennials lack time for cooking
- Digital living
- WhatsApp allows Brazilians to make in-chat payments directly to businesses
- Home-delivered food is very popular in Brazil
- Consumers are protective of their personal data
- Millennials are most likely to share data for personalised offers
- Friends and family remain the most trusted information source
- Consumers expect more face-to-face activity post-pandemic
- Diversity and inclusion
- Nestlé promotes inclusivity with biscuits featuring sign language and accessible factory
- Older generations are the most vocal about social and political issues
- Millennials want to change the world for the better
- Most Brazilians feel comfortable expressing their identity
- Shoppers are paying more attention to brand values
- Experience more
- FTD Educação launches metaverse for the educational sector
- Brazilians enjoy socialising both online and offline
- Relaxation is key priority when choosing a holiday destination
- More consumers prefer real world than online experiences
- Personalisation
- L'Oréal supports diversity with sun care products adapted to Brazilian skin tones
- Millennials are the most partial to virtual experiences
- Brazilians enjoy tailored experiences
- Premiumisation
- Heineken set to expand premium beer portfolio in Brazil
- Brazilians want a simpler life
- Millennials have the most confidence in their investments
- Health, quality and comfort are prized attributes
- Pursuit of value
- Amazon's first Brazilian credit card features cashback and BNPL
- Baby Boomers are the most frugal cohort
- Shoppers are worried about rising living costs
- Brazilians are embracing the circular economy
- Shoppers seek ways to make their money go further
- Shopper reinvented
- Hirota opens 100th automated store in residential setting
- Consumers seek customised experiences
- Online dominates most categories, except clothing
- S-commerce gains traction as part of the move towards omnichannel
- Gen Z most likely to shop on social media
- Sustainable living
- Saif introduces biodegradable packaging solution

Brazilians are keen to play a part in protecting the environment Mindful consumption is on the rise Reducing food waste tops the list of green activities Consumers are keen to express their political opinions Recyclable packaging is considered the most sustainable Wellness Mini Kalzone launches first vegan option with plant-based provolone cheese Meditation is the leading antidote to stress Brazilians are taking a greater interest in healthy eating Consumers continue to take precautions in the post-pandemic era Leverage the power of megatrends to shape your strategy today

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