

## Brazilian Lifestyles 2015: Living Online - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Brazilians are growing more dependent on the internet, and this behavior is stronger among young consumers, who are more likely to use the internet as a main source of entertainment. With a higher familiarity with technology and internet, young male adults are also more likely to shop online and they tend to be an easy target for online ads offered through entertainment sites.”

– Renata Pompa de Moura, Research Manager

## This report looks at the following areas:

This report provides a comprehensive understanding of the extent to which internet users integrate the internet into their daily lives. It provides an overview of the activities Brazilians do online, as well as their internet safety concerns, and their behavior regarding the web and social media. A demographic profile of Brazilians and future projections, and an examination of the economic conditions that may impact Brazilians' usage of the internet are also included.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[reports@mintel.com](mailto:reports@mintel.com)

## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Brazilian Lifestyles 2015: Living Online - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Introduction

Definition

Abbreviations

### Executive Summary

Emails and accessing social media are the most frequently done activities online

Figure 1: Activities online, December 2014

The safety of personal information is the highest concern of internet users

Figure 2: Online safety concern, December 2014

Connected 24/7

Figure 3: Internet use behavior, December 2014

Links to brands and reviews on social media attract more than a quarter of social media users

Figure 4: Social media behavior, December 2014

What we think

### Brazil Today – Economy

Key points

What we think

GDP

Figure 5: Change in GDP, 2001-14

Inflation

Figure 6: Consumer price index (ipca), annual change, Brazil, 2006-14

Water and energy crisis

Real falls against the dollar

Figure 7: Exchange rate US Dollar versus Real, April 2014 to March 2015

Higher interest rates and lower income growth may affect consumers' spending

Figure 8: Average monthly income of workers 14 and older in Brazil, by quarter (in R\$)

Although unemployment fell in 2014, it is expected to rise in 2015

Figure 9: Unemployment rate, Brazil, 2012-14

The pessimistic scenario has ruined consumer's confidence

### Brazil Today – People

Key points

Population growth continues to slow down

Figure 10: Total Brazilian population and growth, 2000-20

Births on decline

Figure 11: Fertility rate, Brazil, 2000-14

Figure 12: Birth rate (number of births per thousand habitants), Brazil, 2000-14

Older Brazilians and millennials: Important groups to pay attention to

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Brazilian Lifestyles 2015: Living Online - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 13: Total Brazilian population distribution, by age, 2004-20

Half of Brazilians are singles

Figure 14: Share of Brazilian population over 15 years old, by marital status, 2013

North and Midwest are experiencing the highest growth

Figure 15: Brazilian population by regions, 2004, 2014, 2020

Internet access is heavier in the Southeast and among young Brazilians

Figure 16: People aged 10 and older who used the internet in the last three months, by age groups, Brazil, 2012-13

## Expenditure Overview

Key points

Sector breakout

Figure 17: Consumer expenditure in Brazil, by sector (R\$ bn), 2014

Growth is expected to slow down

Figure 18: Best- and worst-case forecast total value sales, at current prices, 2009-19

Faster-growing sectors in the next five years

Figure 19: Fastest-growing consumer sectors, at current prices, by % growth, 2014-19 (fore)

Slower growing sectors in the next five years

Figure 20: Consumer sectors with weaker growth, at current prices, by % growth, 2014-19 (fore)

## Foodservice

Key points

What we think

Inflation and World Cup had an impact on market value sales

Figure 21: Value sales of the foodservice market, Brazil 2009-14

Market growth in the next five years will be partly compromised by the unfavorable economic climate

Figure 22: Forecast of sales in the foodservice market based on current prices, by value, Brazil, 2009-19

Key consumer findings

Expenditure on food

Convenience

Healthy life

Online advertising

## In-home Food

Key points

What we think

Rising inflation impacts important food items in Brazil

Figure 23: Sales of the in-home food market in Brazil, by value, 2009-14

Food inflation and demand for healthy foods will drive growth in the next five years

Figure 24: Forecast of sales in the in-home food market based on current prices, by value, Brazil, 2009-19

Key consumer findings

Health claims

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Brazilian Lifestyles 2015: Living Online - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Convenience  
Events  
Online shopping

## Non-alcoholic Drinks

Key points

What we think

The lower-than-expected performance of CSDs affected market growth

Figure 25: Retail sales of non-alcoholic drinks in Brazil, by value, 2009-14

New taxation on cold drinks can benefit growth in the next five years

Figure 26: Forecast of sales in the non-alcoholic drink market based on current prices, by value, Brazil, 2009-19

Key consumer findings

Events

Health claims

Sustainability

## Alcoholic Drinks

Key points

What we think

Beer is Brazil's favorite alcoholic beverage

Figure 27: Retail sales of alcoholic drinks for at-home consumption in Brazil, by value, 2009-14

The forecast for the next years is of a constant growth

Figure 28: Best- and worst-case forecast value sales of the at-home alcoholic drinks market in Brazil, at current prices, 2009-19

Books

Magazines

Festivals/Events

Blogs/Websites

The on-trade sector has seen a slower growth in recent years

Figure 29: Sales of alcoholic drinks in the on-trade sector in Brazil, by value, 2009-14

Growth forecast for on-trade is slightly bigger than for retail

Figure 30: Best- and worst-case forecast value sales of the on-trade alcoholic drinks market in Brazil, at current prices, 2009-19

Key consumer findings

Online alcoholic drinks purchases

Premium products

Promotions

## Beauty and Personal Care

Key points

What we think

Fewer product launches slowed down market growth in recent years

Figure 31: Retail sales in BPC market in Brazil, by value, 2009-14

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Brazilian Lifestyles 2015: Living Online - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## New tax measures and price increase curb market sales

Figure 32: Forecast of sales in the BPC market based on current prices, by value, Brazil, 2009-19

### Key consumer findings

Online shopping of BPC products

The importance of sensory experience

Beauty blogs and social networks

## Household Care

### Key points

#### What we think

Growing middle class C12 boosted sales in the household care market

Figure 33: Retail sales in the household care market in Brazil, by value, 2009-14

The importance of having a clean house will continue driving positive growth in the market

Figure 34: Forecast of sales in the household care products based on current prices, by value, Brazil, 2009-19

### Key consumer findings

Online shopping of household products

## Over-the-counter and Pharmaceutical Products

### Key points

#### What we think

Population aging and new foreign companies contributed to sales growth in the OTC and pharmaceutical market

Figure 35: Retail sales of OTCs and pharmaceutical products in Brazil, by value, 2009-14

Forecast for the OTC and pharmaceutical market for the next few years is promising

Figure 36: Forecast of sales in the OTC and pharmaceutical market based on current prices, by value, 2009-19

### Key consumer findings

Online shopping of pharmaceutical products

## Household Items

### Key points

#### What we think

Government incentive programs and easy credit boosted household items market

Figure 37: Retail sales in the household items market (electrical appliances and furniture), by value, Brazil, 2009-14

Higher credit interest rates announced by the government might deter consumers from buying household items

Figure 38: Forecast of sales in the household items market (electrical appliances and furniture) based on current prices, by value, 2009-19

### Key consumer findings

Online shopping of household items (electrical appliances, furniture, durable goods)

## Vacation

### Key points

#### What we think

World Cup drove market growth in 2014

Figure 39: Sales in the vacation market, by value, Brazil 2009-14

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Brazilian Lifestyles 2015: Living Online - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Strong dollar might make Brazilians spend less on international travel during the next five years

Figure 40: Forecast in the vacation market in Brazil, based on current prices, 2009-19

Key consumer findings

Tourism opportunities

Expenditure control

Online shopping

## Transport

Key points

What we think

The transport market has grown at a steady pace

Figure 41: Sales in the transport market in Brazil, by value, 2009-14

The transport market is forecast to grow by 30% in the next five years

Figure 42: Best- and worst-case forecast value sales of the transport market in Brazil, at current prices, 2009-19

Key consumer findings

Online transport purchases

Sales of cars

## Technology and Communications

Key points

What we think

Sales in the technology and communications market more than doubled between 2009 and 2014

Figure 43: Sales in technology and communications market in Brazil, by value, 2009-14

Sales in the market will grow at a slower pace than in previous years

Figure 44: Best- and worst-case forecast value sales of the technology and communications market, at current prices, 2009-19

Key consumer findings

Online technology and communications purchases

Concerns about e-commerce

## Leisure and Entertainment

Key points

What we think

The leisure and entertainment industry grew in a slow pace during 2009-14

Figure 45: Sales in the leisure and entertainment market in Brazil, by value, 2009-14

The leisure and entertainment industry is forecast to grow 16% by 2019

Figure 46: Best- and worst-case forecast value sales of the leisure and entertainment market in Brazil, at current prices, 2009-19

Key consumer findings

Online leisure and entertainment purchases

Out-of-home leisure activities

Online leisure activities

## Personal Finance and Housing

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Brazilian Lifestyles 2015: Living Online - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Key points

### What we think

#### Organizing personal finance becomes a priority

Figure 47: Sales in the personal finance and housing market in Brazil, by value, 2009-14

#### The housing market reaches stability

Figure 48: Best- and worst-case forecast value sales of personal finance and housing market in Brazil, at current prices, 2009-19

### Key consumer findings

#### Online financial transactions

#### Managing finance and investments

## Clothing and Accessories

### Key points

### What we think

#### Bargains fuel the clothing and accessories market

Figure 49: Retail sales in the clothing and accessories market in Brazil, by value, 2009-14

#### A sluggish economy and consolidation will impact growth in the next five years

Figure 50: Best- and worst-case forecast value sales of the clothing and accessories market in Brazil, at current prices, 2009-19

### Key consumer findings

#### Online clothing purchases

#### Promotions

#### Attitudes toward major events

## Miscellaneous Items

### Key points

### What we think

#### Spending on education continues to fuel the miscellaneous items market

Figure 51: Retail sales in the miscellaneous items market in Brazil, by value, 2009-14

#### Inflation will drive up costs of school supplies

Figure 52: Best- and worst-case forecast value sales of miscellaneous market in Brazil, at current prices, 2009-19

### Key consumer findings

#### Spending on health and smoking

#### Online versus offline

## The Consumer – Activities Online

### Key points

#### Emails and accessing social media are the most frequently done activities online

Figure 53: Activities online, December 2014

#### Young consumers stand out from old consumers in most online activities except online banking and reading the news

Figure 54: Activities online, by age group, December 2014

#### Young men: Far more likely to shop online

Figure 55: Shopping online, by gender, December 2014

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)  
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100  
EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Brazilian Lifestyles 2015: Living Online - Brazil - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

While social media is heaviest used in the South, online dating is biggest in the Northeast

Figure 56: Selected activities online, by region, December 2014

Trend application insight

## The Consumer – Internet Safety

Key points

The safety of personal information is the highest concern of internet users

Figure 57: Online safety concern, December 2014

Parents' concerns with online activities vary as children age

Figure 58: Online safety concerns, by age of children in the household, December 2014

Internet users in the South are the most skeptical about the quality of products and reviews online

Figure 59: Selected online safety concerns, by region, December 2014

Trend application insight

## The Consumer – Internet Usage Behavior

Key points

Connected 24/7

Figure 60: Internet use behavior, December 2014

Older users find it easy to switch off and ignore the internet after work

Figure 61: Internet use behavior, agreement with selected statements, by age group, December 2014

Products that monitor the health can appeal to many Southeasterners and males older than 45

Figure 62: Internet use behavior, agreement with the statement "i am interested in products that allow me to monitor my health", by age group and gender, December 2014

Figure 63: Internet use behavior, agreement with the statement "i am interested in products that allow me to monitor my health", by region, December 2014

Trend application insight

## The Consumer – Social Media Behavior

Key points

Links to brands and reviews on social media attract more than a quarter of social media users

Figure 64: Social media behavior, December 2014

People with no children tend to access social media from smartphones

Figure 65: Social media behavior, agreement with the statement "i prefer to access social media websites (eg facebook, twitter) via my smartphone, by presence of children in the household, December 2014

Figure 66: Social media behavior, agreement with selected statements, by marriage status, December 2014

Males tend to find it more beneficial to connect to influential people on social media

Figure 67: Social media behavior, agreement with the statement "i find it beneficial to connect with influential people on social media (eg more experienced professional on LinkedIn), by gender, December 2014

Trend application insight

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)