



Brazilian Lifestyles: Innovating through the Recession - Brazil - May 2018

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This report looks at the following areas:

- Brazil's economy and impactful factors over it
- Population: more refugees living in Brazil, women and labor market and aging population
- In which categories Brazilians spent more in 2017
- Categories overview: what happened and what's next for food (in and out of home), non-alcoholic beverages, alcoholic beverages (at home and on premise), health and wellbeing and personal finance.
- Brazilians' financial situation and where they spend their extra money
- Expectations towards the 2018 elections
- Impact of the current economic situation on personal decision making
- Brazilians concerns about their future
- World Cup: feelings and estimate spending



"Despite Brazil's political instability, there is a positive perception about the future of the economy. Brazilians have learned from the economic recession and have created new business models, offering products and services at more affordable prices, and the tendency is that they will keep thriving as consumers are still holding off on spending extra money."

– Naira Sato, Research Director

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