



# Megatrends in Brazil

September 2024

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The drivers shaping consumer behaviour

Megatrends framework

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Lifestyles to be shaped by convenience and advances in digital technology

### **CONVENIENCE**

Convenience

Foodz offers high-quality, time-saving solutions, making healthier eating easier

Brazilians are keen users of tech and are using it to facilitate everyday tasks

Consumers seek more flexible work and travel arrangements

Fewer than half of younger respondents indicate they need to check a product before buying

Consumers most appreciate the increased choice offered by online stores

Brazilians seek time-saving alternatives to home cooking

### **DIGITAL LIVING**

Digital living

Delivery robot ADA offers a cost-effective, sustainable last mile delivery solution

Millennials are the most likely to use digital technologies

Consumers are paying more attention to data privacy

Millennials are the most receptive to targeted online deals

Brazilians prefer personal recommendations over brand messages

Consumers expect to see more face-to-face interactions in future

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Diversity and inclusion

Linklado app enables indigenous populations to connect using their own native languages

Brazilians are more likely to voice their opinions online than their global counterparts

Millennials are the most eager to bring about change

Most Brazilians are happy to embrace other cultures

Consumers are putting brand practices under the spotlight

### **EXPERIENCE MORE**

Experience more

Lacta upgrades its “virtual chocolate store” experience on SuperMuffato platform

For Brazilians, socialising is important, whether it is online or face-to-face

Brazilians want to feel relaxed and safe on holiday

Shoppers enjoy novel in-store experiences

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Personalisation

Payot addresses the skin care needs of menopausal women

Tech-savvy Brazilians enjoy virtual experiences

Consumers are looking for more unique types of activity

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Innovation in pet food is driven by premiumisation trend

Consumers seek added value from everyday products

With rising incomes, shoppers become more discerning

Consumers favour food products with healthy attributes

## PURSUIT OF VALUE

Pursuit of value

Cash & carry retailer Atakarejo set for expansion with investment from Pátria

Cost-conscious Brazilians are fond of a good bargain

Consumers continue to be impacted by the cost-of-living crisis

A repurposing movement is emerging among conscious consumers

Millennials are the keenest to save money through discount stores

## SHOPPER REINVENTED

Shopper reinvented

Magalu joins forces with AliExpress to broaden e-commerce offerings

Millennials have the highest trust in celebrity brand endorsements

Brazilians still prefer to buy clothing in physical stores

Social media plays a greater role in the shopping experience

Millennials embrace social commerce

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Sustainable living

“Food to Save” app continues to prevent surplus food from going to waste

Consumers are keen to play a greater part in protecting the environment

Shoppers pay more attention to eco-friendly attributes

Cutting down on food waste is crucial to Brazilian consumers

Consumers start to take corporate practices into account

Shoppers want to see packaging that is recyclable or biodegradable

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Wellness

Nutrata continues to innovate in functional dairy with new yoghurt-based protein bar

Mindfulness activities are seen as beneficial to wellness

Brazilians adopt a more holistic attitude towards health

Consumers continue to be wary of personal safety in the post-COVID era

Leverage the power of megatrends to shape your strategy today

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