

March 2018

Alcoholic Drinks Consumption Habits - Brazil

"The soccer World Cup is expected to stimulate consumption of alcoholic drinks, but on the other hand health concerns can be a barrier. In order to find a balance, brands could take advantage of Brazilians' interest in innovations, investing in new releases and promoting new experiences. It's important, however, to ...

Snacking Consumption Habits - Brazil

"Health issues are a great influencer among consumers, who demand more healthful options both during and between meals. However, due to the fierce competition between different snacks categories, in addition to products that offer health benefits, it is essential to develop innovative products in terms of composition, flavor, convenience, and ...

February 2018

Pharmacy Retailing - Brazil

"Brazilian pharmacies face fierce competition. With so many drugstores trying to attract consumers, they will need to adapt to the modern era, offering mobile apps that facilitate the purchasing process and improve the communication with pharmacists, for example. In addition, pharmacies that offer in-store health services, 'click & collect' options ...

January 2018

Marketing to the Middle Classes - Brazil

"Even with a slight improvement of the economy, the Brazilian middle class is still cautious toward its spending and consumption habits. These consumers are looking for ways to save money when shopping all kind of items and are also doing at home, in the most economical way, what they used ...