



BRAZIL

Identity Card



 SURFACE

8 514 880 KM²

 POPULATION

200,361,925

 CAPITAL

BRASILIA

 LANGUAGE

PORTUGUESE

RELIGION

90%

CATHOLICS

%CHANGE FMCG
VALUE SALES, 2013

9.30%



GDP PER CAPITA **11 208 \$**

TOP 3 EXPORT **CHINA, USA, NETHERLANDS**

TOP 3 IMPORT **ARGENTINA, USA, CHILE**

CURRENCY **BRAZILIAN REAL**



BRAZIL

Retail & Confidence

INTERNET SHOPPING



13%

WILL PURCHASE FOOD
ONLINE IN THE
NEXT 6 MONTHS

75%

FIND ONLINE
SHOPPING
CONVENIENT

CONSUMER
CONFIDENCE
INDEX

100



70%

THINK THE STATE OF THEIR OWN PERSONAL FINANCES
IN THE NEXT 12 MONTHS WILL BE GOOD OR EXCELLENT

COMPARED TO THIS TIME LAST YEAR...

78%

HAVE CHANGED THEIR SPENDING
TO SAVE ON HOUSEHOLD EXPENSES

36%

HAVE SWITCHED TO CHEAPER
GROCERY BRANDS

15%

HAVE CUT DOWN ON
TAKE-AWAY MEALS

21%

HAVE CUT DOWN ON OR
BUY CHEAPER BRANDS
OF ALCOHOL



BRAZIL

Fresh Products

HOW MANY PURCHASES PER WEEK?

	MEAT & POULTRY	2.5
	FISH & SEAFOOD	1.1
	FRUITS & VEGETABLES	2.7
	DAIRY	2.7
	BREAD & BAKERY	5.0



**FRUITS &
VEGETABLES**
CONSUMED
PER DAY

WHERE DO THEY BUY MOST OFTEN



54%
SUPERMARKET
19%
FISH SHOP
10%
HYPERMARKET



60%
SUPERMARKET
11%
FRUIT & VEGETABLE SHOP
8%
HYPERMARKET



52%
BAKERY
30%
SUPERMARKET
6%
HYPERMARKET

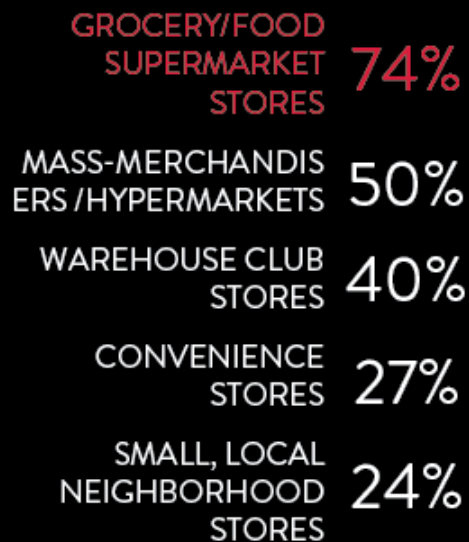


BRAZIL

Snacking



IN WHICH OUTLET DO YOU OFTEN BUY SNACKS?



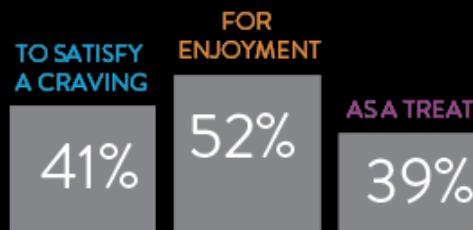
63%

AGREE THAT MOST OF THEIR SNACK PURCHASES ARE

UNPLANNED



THINKING ABOUT THE SNACKS YOU ATE IN THE LAST MONTH, WHY DID YOU CONSUME THESE SNACKS?



THINKING ABOUT THE SNACKS YOU EAT, WHICH HEALTH ATTRIBUTES ARE VERY IMPORTANT TO YOU? (TOP 3)

