

February 2021

Online vs Offline Shopping: Incl Impact of COVID-19 - Brazil

“Except for essential stores, such as supermarkets and pharmacies, the impact of COVID-19 on online and offline shopping was almost opposite. While offline shopping has been severely impacted, forcing many businesses to close their doors permanently, online sales have grown like never before in the country. To sustain this surge ...

December 2020

Marketing to Parents: Incl Impact of COVID-19 - Brazil

“Parents with children under 18 are heavily burdened at the moment. In addition to all common concerns created by COVID-19, they still face the challenges of managing the family routine with schools closed. Stacking of tasks can have consequences for this group’s mental health. Products and services that can make ...

Marketing to Over-55s: Incl Impact of COVID-19 - Brazil

“Brazilians aged 55+ are among the most affected by the COVID-19 pandemic. In addition to greater concerns over cleanliness and hygiene, the outbreak has accelerated the adoption of certain technologies. A quarter of seniors, however, find it difficult to transpose their physical reality to the online world, which means that ...

Brazilian Lifestyles: Incl Impact of COVID-19 - Brazil

“The COVID-19 pandemic has greatly impacted Brazil in 2020. In addition to thousands of deaths, Brazilians’ lifestyles have been dramatically changed, as well as the political and economic situation of the country. Businesses and consumers have been forced to rethink their spending habits, actions and priorities. Despite the unfavorable scenario ...