

# BRAZIL 2021 TOGETHER IN SICKNESS AND IN HEALTH

10 key points



## 1. A COUNTRY HIT HARD BY COVID-19

As of 7th December, 2020, 178,159 people in Brazil have died of Covid-19.<sup>1</sup> The pandemic has revealed deep inequalities in access to healthcare and to the internet, particularly for the most vulnerable.

## 2. RACIAL ISSUES INTENSIFY

Multiracialism has always been a key component of Brazilian identity. Yet this never meant that people from different ethnicities were put on an equal footing. Recently, iconic brands like Natura have taken on the task of promoting diversity and changing consumers' attitudes towards race.

## 3. LARGE CITIES ARE GROWING. SLOWER AND MEDIUM-SIZED CITIES ARE PICKING UP THE LEFTOVERS

The era of rapid population growth in Brazil's metropolitan regions has come to an end. Secondary cities and regional centres are taking over with significant implications for government and marketers alike.

## 4. DIGITIZATION OF NEW MARKETING

The quarantine period was an opportunity to test new channels of retail. This was especially true in the car market where Hyundai put dealerships online via apps like Facebook and Instagram, seeing a 20% increase in its conversion rate, while Volvo and Volkswagen invested in virtual tours.

## 5. DURING THE QUARANTINE, BRAZILIANS LEARNT HOW TO DO EVERYTHING FROM HOME

This, of course, involved shopping and many other traditionally outdoor activities, from attending mass to therapy. Like in other Latin American countries, app Rappi played a central role in this "outsourcing" of everyday life activities.

## 6. REPRODUCING EXPERIENCE MARKETING AT HOME HAS BEEN THE GREAT CHALLENGE OF 2020

The HoReCa industry was one of the most affected by the pandemic and resilient outlets typically organized to send ingredients and recipes to customers at home, allowing them to 'recreate' their meals.

## 7. THE TELEMEDICINE BOOM

Medicine has been strongly impacted during the pandemic and is beginning to resignify itself. Many healthcare trends are rapidly accelerating, such as telemedicine, which is gaining strength among different segments of the connected population.

## 8. VANITY RESISTS!

Brazilian women still value beauty, but a cleaner and more simple beauty. Routines are simplified as priorities shift from the external to the inner life.

## 9. THE TIKTOK WAVE OVERWHELMS BRAZIL

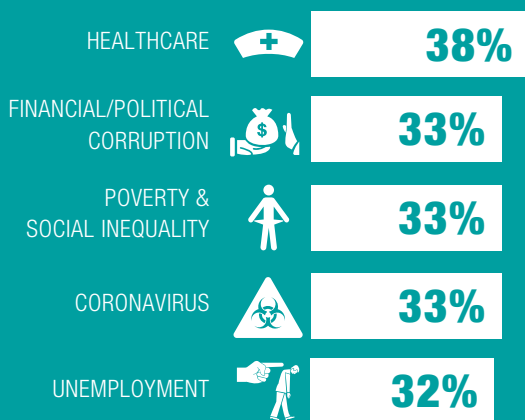
In Brazil, 95% of internet users have heard of TikTok and 51% of them have downloaded the app. One in four (24%) of these people are content producers on the platform known as TikTokers.

## 10. BACK TO THE FUTURE

People's attraction to cardboard games and drive-ins has been revived by the pandemic just when one could have thought that they were about to be forgotten forever.

1. <https://ourworldindata.org/covid-deaths?country=-BRA>

## WHAT WORRIES BRAZIL? TOP FIVE CONCERNS



**67%** IN BRAZIL SAY THAT THINGS IN THEIR COUNTRY ARE HEADING IN THE WRONG DIRECTION VS. **33%** WHO SAY THEY'RE ON THE RIGHT TRACK

# 56%

of Brazilians would get the Covid-19 vaccine when it's available

# 63%

of Brazilians are happy. Up 2% on 2019, but down 14% since 2011

# 85%

of Brazilians say they will avoid products which have a lot of packaging over the next year

## WE ARE CLOSER TO THE KITCHEN...



# 81%

are trying new recipes



# 57%

are personally preparing their own meals



# 49%

have watched food & cooking channels

# IPSOS FLAIR COLLECTION

## BRAZIL 2021

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### 10 KEY POINTS

Launched in 2005, the Ipsos Flair Collection was created in order to affirm Ipsos' intellectual leadership and relevancy of its experts:

- Analysing countries' mood and feelings of consumers-citizens
- Exploring key topics (aging, emancipation of women, the environment, purchasing power, changing attitudes, the impact of digital)
- A selection of successes and examples for strategists

Ipsos Flair is a precious tool in line with Ipsos' positioning and new signature:

**“Be Sure. Act Smarter”**

The full Ipsos Flair report can be found at <https://www.ipsos.com/en/flair-collection>