

Innovation Group launches Gen Z Brazil trend report

by JWT Intelligence - Thursday, November 12, 2015

<https://www.jwtintelligence.com/2015/11/innovation-group-launches-gen-z-brazil-trend-report/>

A new report from the Innovation Group takes an in-depth look at Brazil's generation Z, a group whose lives have been marked by Brazil's spectacular economic rise in recent years, as well as its persistent social inequality. J. Walter Thompson's report estimates that the group represents more than \$35 billion in annual spending power in one of the world's most important emerging markets.

[Click here](#) to purchase the full 58-page trend report, and see here for the executive summary:

The [full report](#) includes the following sections:

- Drivers:** Macro factors shaping Gen Z Brazil's attitudes and preferences
- By Numbers:** Infographics highlighting original research
- Trends:** Gen Z Brazil's attitudes toward tech, media, retail, beauty and more
- Case Studies:** Profiles of four Gen Zers in different regions of Brazil
- Influencers:** Brazilian Gen Zers already making their mark on culture







Using SONAR™, J. Walter Thompson's proprietary research tool, we surveyed 503 Brazilians aged 12-19 in July 2015. Highlights include:

–Brazilian teens hold liberal attitudes on racial issues. 59% say they participate in online or offline events to fight racial discrimination, compared to 45% in the US and 46% in the UK.

–76% of Brazil gen Zers agreed, “Gender doesn’t define a person as much as it used to,” and 82% said “People are exploring their sexuality more than in the past.”

–Brazilian teens feel that making healthy choices is trendy: 80% of Brazilian teens, compared with 69% in the US, say healthy eating is trendy.

–Beauty categories continue to soar despite economic woes, especially among cosmetics-hungry gen Z. Over half (52%) of teen girls surveyed said beauty products are a regular purchase.

The executive summary is available in [English](#) and [Portuguese](#). The full-length English report is available for purchase [here](#). To purchase the full-length report in a Portuguese-language version, please contact hello@jwtintelligence.com.



Teenage Brazilian Barbers for Vice Media Brasil.

Photography by Guilherme Santana



Kim Kataguri, part of Movimento Brasil Livre



Camila Coutinho, fashion blogger

Innovation Group launches Gen Z Brazil trend report

by JWT Intelligence - Thursday, November 12, 2015

<https://www.jwtintelligence.com/2015/11/innovation-group-launches-gen-z-brazil-trend-report/>