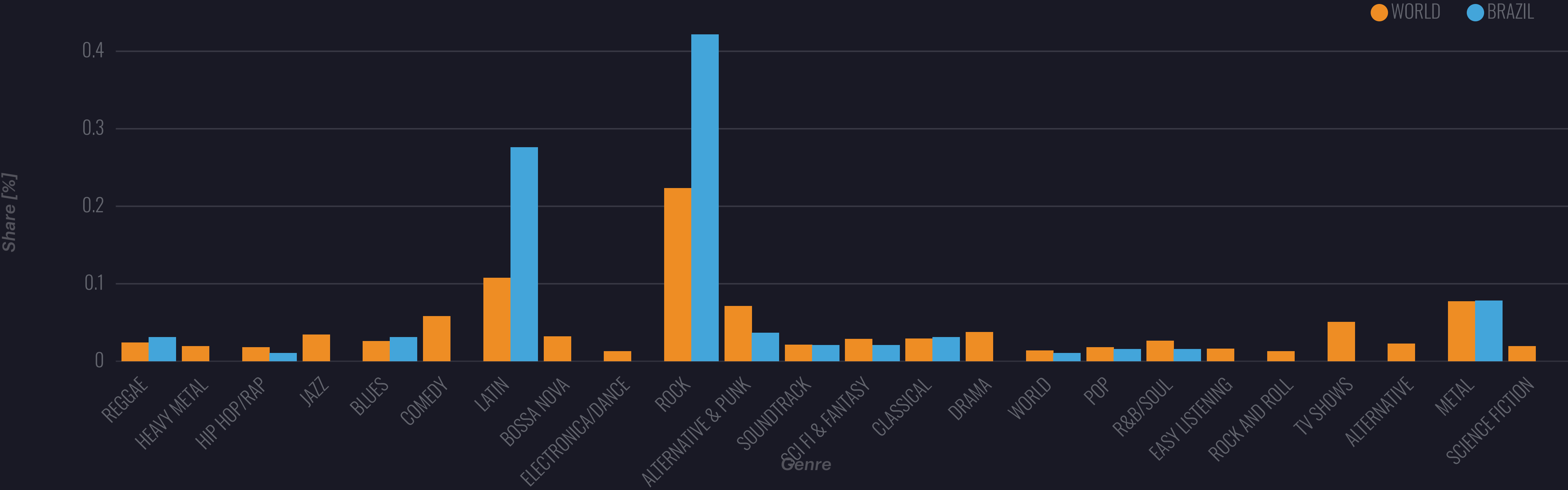


ARE BRAZILIANS CONSUMERS BEHAVIOUR DISTINCT FROM THE GLOBAL AVERAGE CONSUMERS?

COMPARISON - AVERAGE CONSUMER VS BRAZILIAN CONSUMER



The Brazilians consumers are highlighted by a non-diversity in its consumptions. Most of the orders are concentrated in Rock and Latin, whereas the global market has a different behaviour, with a broad variety of consumptions (not only music). I have to highlight the zero percentage in Bossa Nova.

HOW BRAZILIANS CONSUMERS BUY

