

Millennials and Gen z: consumption profile in Brazilian agribusiness

AG4UP – GLOBAL INTELLIGENCE

What is the problem being investigated?

There is no doubt that Brazilian agribusiness is the engine of the national economy and has international prominence, bringing food to more than one billion people in the world, but who are they and what is the profile of these rural producers that feed the world?

In this research, we answer these questions through themes that translate Millennials Generation Z into national agribusiness.

- ▶ Values and Purposes
- ▶ Lifestyle
- ▶ Relationships with Technology
- ▶ Relationships with traditional distribution channels
- ▶ Relationships with the Environment and Society.





Ag4UP

Business Navigation

AG4UP was founded in September of 2021. We help companies understand their customers with a unique combination of statistical tools and market experts, creating in-depth analytics on what their customer base is looking for. We can deliver really impactful reports and help you adapt and change your strategies, increasing your results and making your organization aware of who your customers are and how they behave.

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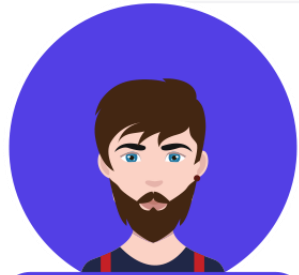


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Comparative cluster 2: profiles developed during data analysis



GLOBAL

High tech with environmental concerns and a high risk of "Amazonization" in consumer relations. Very integrated with the global profile of the Millennials and Gen Z.



BUSINESS

It is part of the universe of generation, but its greater concern is with the ROIC of the business, rather than being in line with the group and the medium risk of Amazonization. More financial profile, but connected with generational assumptions.



LEGACY

Even belonging to the current generations, they try to maintain the family's legacy in relationships and business. Low risk of Amazonization in commercial relations and trend towards greater regional ties.

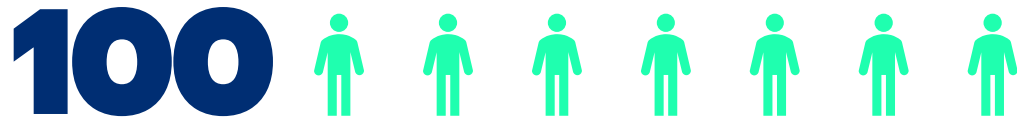


ANALÓGICO

Group that has characteristics less close to the generation that is inserted, with more significant deviations compared to the other 3 personas developed in the research.

Frequency Analysis

Overall interviewees:



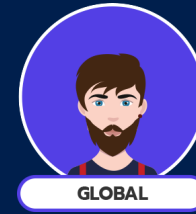
All born after 1980:



72%



28%



24%



29%

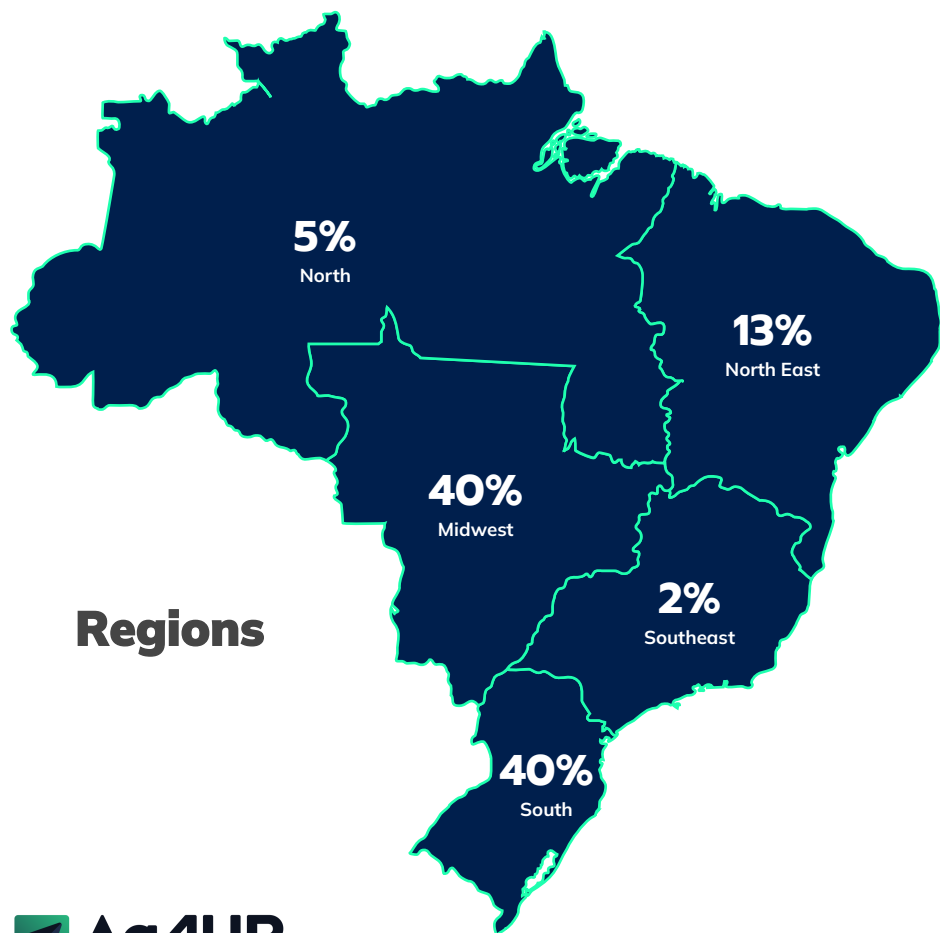


24%



23%

Socio-economic profile of respondents



How many generations are there in rural activity?

41% are above the fourth generation



21% are the first or second generation

Operation Size

- ▶ 46% Small (up to 50 HA)
- ▶ 32% Medium (from 51 to 300 HA)
- ▶ 11% Large (from 301 to 700 HA)
- ▶ 11% Enterprise (above 700 HA)

Profile:



80% declared annual revenues in the range of BRL 5 million reais



45% are single



55% have a higher education



67% men



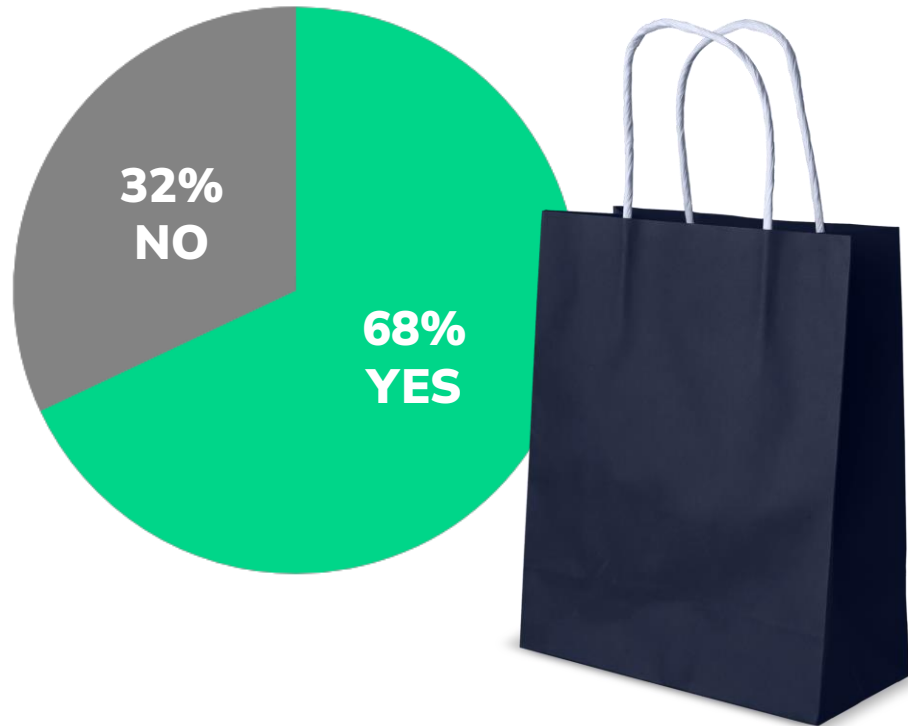
33% women



80% are catholic

Values & Purposes

When you buy a product, do you seek to know the history and values of the company? (SINGLE AND ENCOURAGED ANSWER):



Do you usually look for information about companies when consuming a product?



71%



60%



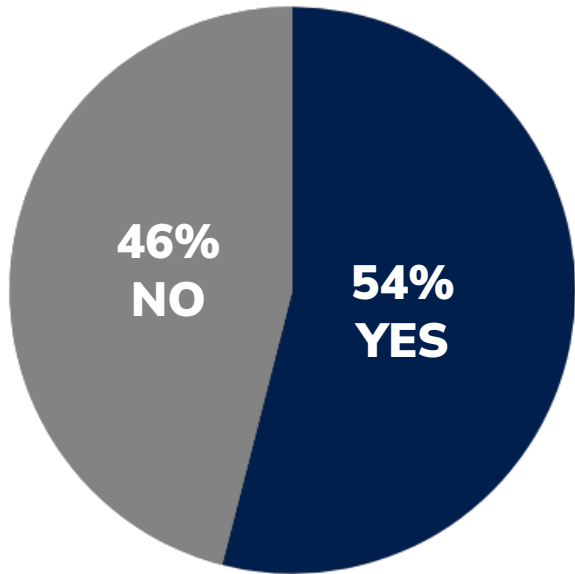
84%



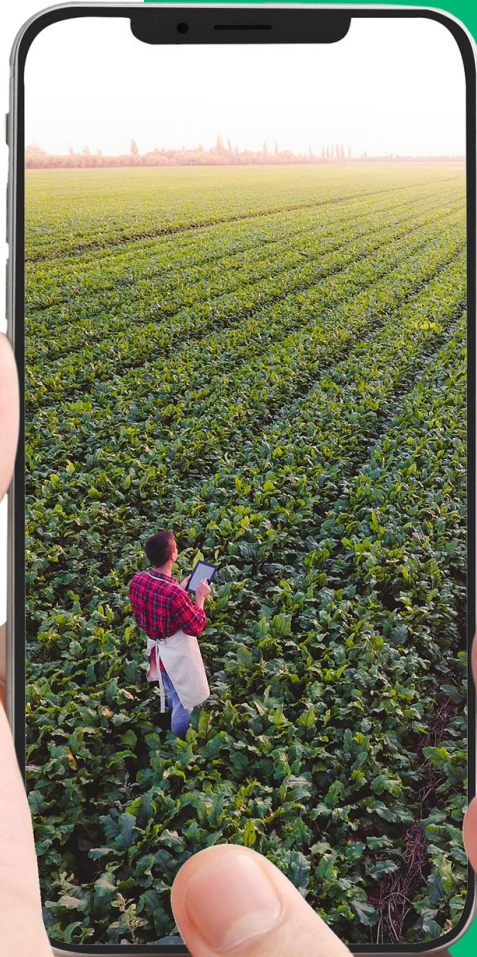
It is the profile with the least tendency to adopt company values as a product attribute.

Lifestyle

Do you use social networks to publicize your agricultural activity?



 Instagram is the most common network among respondents



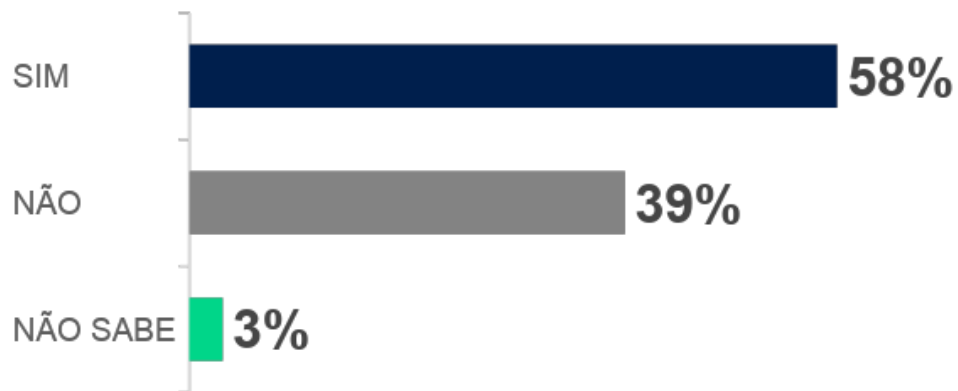
29% Declared following digital influencers of rural activity

Camila Telles and Virgínia Fonseca were the influencers most cited by respondents



Relationship with technology

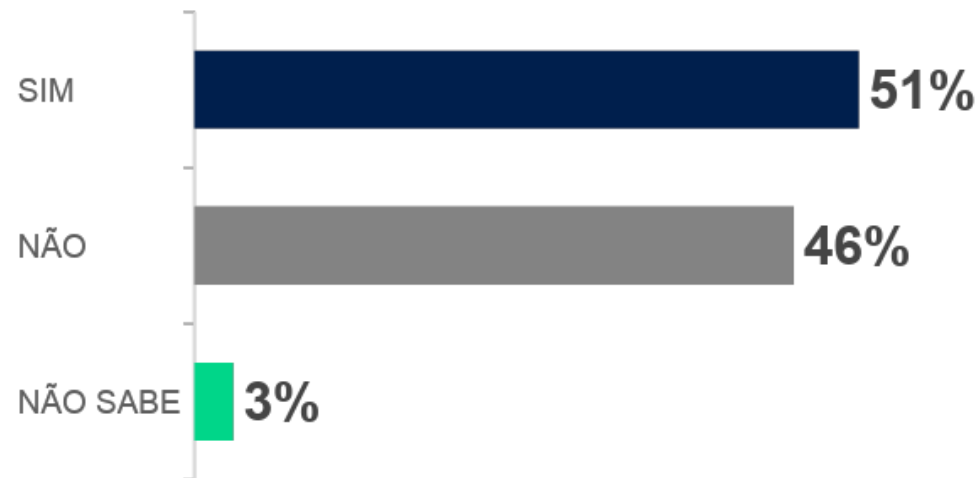
Do you agree with the statement?
 "I agree to pay more for my products to have access to good connectivity and telemetry packages".



Between Millennials and GEN Z there are no differences in this matter. But between Global Farmers and Analogues, the percentages show a considerable difference:

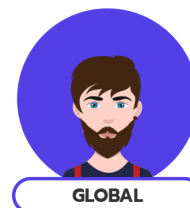


If the product you are going to buy explicitly uses AI algorithms, do you consider it positive?



57%

Of this group, they present acceptance in relation to the use of AI



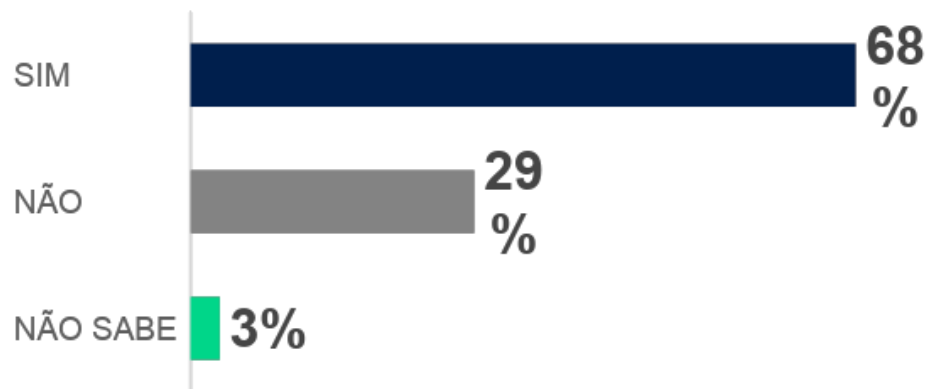
66%
ACCEPT



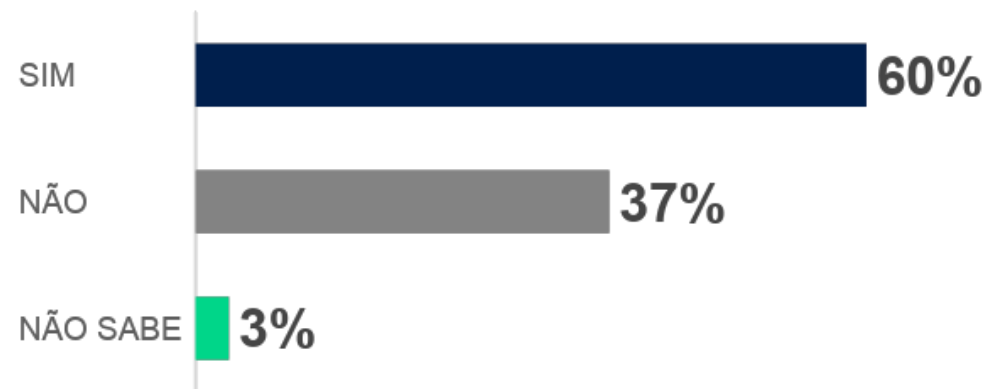
39%
ACCEPT

Relationship with traditional distribution channels

In the next 10 years, within the agricultural activity, as it happens today in the urban universe with Amazon and other Marketplaces, will the majority of purchases be made online?



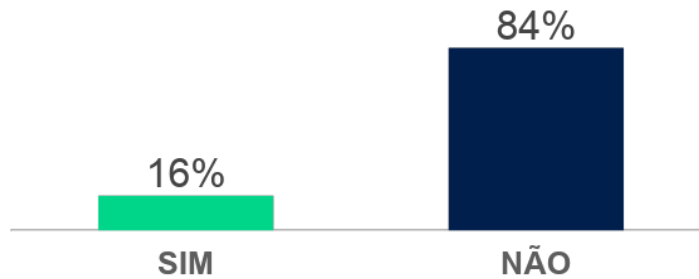
Can non-commercial relationships, such as friendship and partnership, for example, in relation to resellers with producers, be an inhibitor of this change?



has a greater tendency towards the process of “amazonization” of consumer relations than Millennials. However, all other groups stated (over 50%) that non-commercial processes could be inhibiting factors.

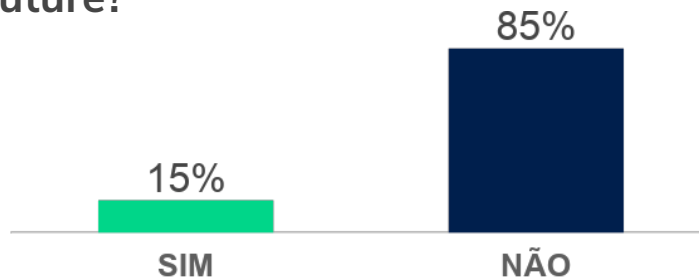
Relationship with the environment and society

Do you know the expression ESG?



Has greater knowledge of the expression

(Of those who know the expression) Do you believe it could have some impact on your activity in the future?





By-products available with database:

- ▶ **Deepening:** through other statistical tools and with more analytical details in any of the six areas investigated in the research.
- ▶ **Product Marketing Audit:** we compare your product strategy with the survey results, proposing the appropriate adequacy in your communication to the market.
- ▶ For more information, contact the AG4UP team