

# BRAZILIAN PORTUGUESE at a glance

Brazilian Portuguese is spoken by more than 200 million people across the world, though not in Brazil exclusively. Brazil is the world's sixth most populous nation. Its diversified economy has primed the country to be one of the 21st century's leading markets.

## 260 million

people speak Portuguese around the world

## 6<sup>th</sup>

It's the world's sixth most natively spoken language

## 205 million

of those are in Brazil

## Portuguese is an official language in 10 countries:

- Brazil
- Portugal
- Mozambique
- Angola
- Guinea-Bissau
- East Timor
- Equatorial Guinea
- Macau
- Cape Verde
- São Tomé
- Príncipe

Brazilian Portuguese differs from the dialect spoken in Portugal

But Brazilian and European Portuguese differ little in formal writing

It's similar to the difference between British and American English

Brazilian Portuguese is influenced by other languages introduced by immigrants, such as:

- German
- Italian
- Japanese

This is one of the main reasons Brazilian Portuguese sounds so different from other Portuguese varieties.

## Internet use in Brazil

## 140 million

Internet users in Brazil

It's the largest internet market in Latin America

## 61%

Internet penetration rate by 2021

Up from about **56.8%** in 2016

## Mobile and smartphone usage in Brazil:

## 81.4 million

Mobile phone internet users, or 40% of the Brazilian population in 2016

By 2021: Mobile phone internet users expected to increase to **112.7 million**, or 51.8%

## 112.7 million

Number of smartphone internet transactions in Brazil, in 2021.

## Social media is a great way to reach Brazilians

Social media use in Brazil is high and growing:

## 100 million

Brazilian social network users in 2016

## 114 million

Number of Brazilian social users 2021

That's a **14%** increase in 5 years

## Retail e-commerce

## \$29 billion

Retail e-commerce sales revenue is expected to increase sharply by 2021

Most popular retail e-commerce category in Brazil: Household appliances

Other popular categories: clothes, consumer electronics and beauty products

The leading online retailer in the country: Mercado Livre

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