

Who is the Brazilian Consumer in the U.S.?

Federal statistics for market analysis.

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United States[®]
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Agenda

- Where does these data come from?
- How many are we?
- Who is the Brazilian consumer?
- Contact Us

- 
- The Brazilian immigrant population is the 19th largest in the county among over 150 foreign-born communities. FL has the largest Brazilian immigrant population in the U.S.
 - Between 2017 and 2022 the population of Brazilians immigrants in the U.S. grew 37%. In FL and MA, the growth was at 29% and 43% respectively.
 - In 2023, the U.S. imported from Brazil approximately \$40 billion in commodities. About \$4 billion in commodities arrived through the ports in Florida.

2020 Census

- **100 % Data**
- How many people live in the U.S.?
- **Point in time** April 1, 2010
- **Count** - People, Housing units,



ACS

- **Sample Data**
- How do people live in the U.S.?
- **Period in Time** 1yr, 3yr, 5yr
- **Characteristics** Income, Poverty, Education

Place of Birth and Ancestry

7 Where was this person born?

In the United States – *Print name of state.*

Outside the United States – *Print name of foreign country, or Puerto Rico, Guam, etc.*

8 Is this person a citizen of the United States?

Yes, born in the United States → *SKIP to 10a*

Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

Yes, born abroad of U.S. citizen parent or parents

Yes, U.S. citizen by naturalization – *Print year of naturalization* ↙

No, not a U.S. citizen

9 When did this person come to live in the United States? *Print numbers in boxes.*

Year

13 What is this person's ancestry or ethnic origin?

(For example: Italian, Jamaican, African Am., Cambodian, Cape Verdean, Norwegian, Dominican, French Canadian, Haitian, Korean, Lebanese, Polish, Nigerian, Mexican, Taiwanese, Ukrainian, and so on.)

"If we have data, let's look at data. If all we have are opinions, let's go with mine"

Jim Barksdale, former Netscape CEO

"Se nós temos dados, então vamos usar os dados. Mas se tudo que temos são opiniões, então vamos usar a minha."

Brazilian Community in 2022
(Estimate 804,952)

=

Born in Brazil (618,525)

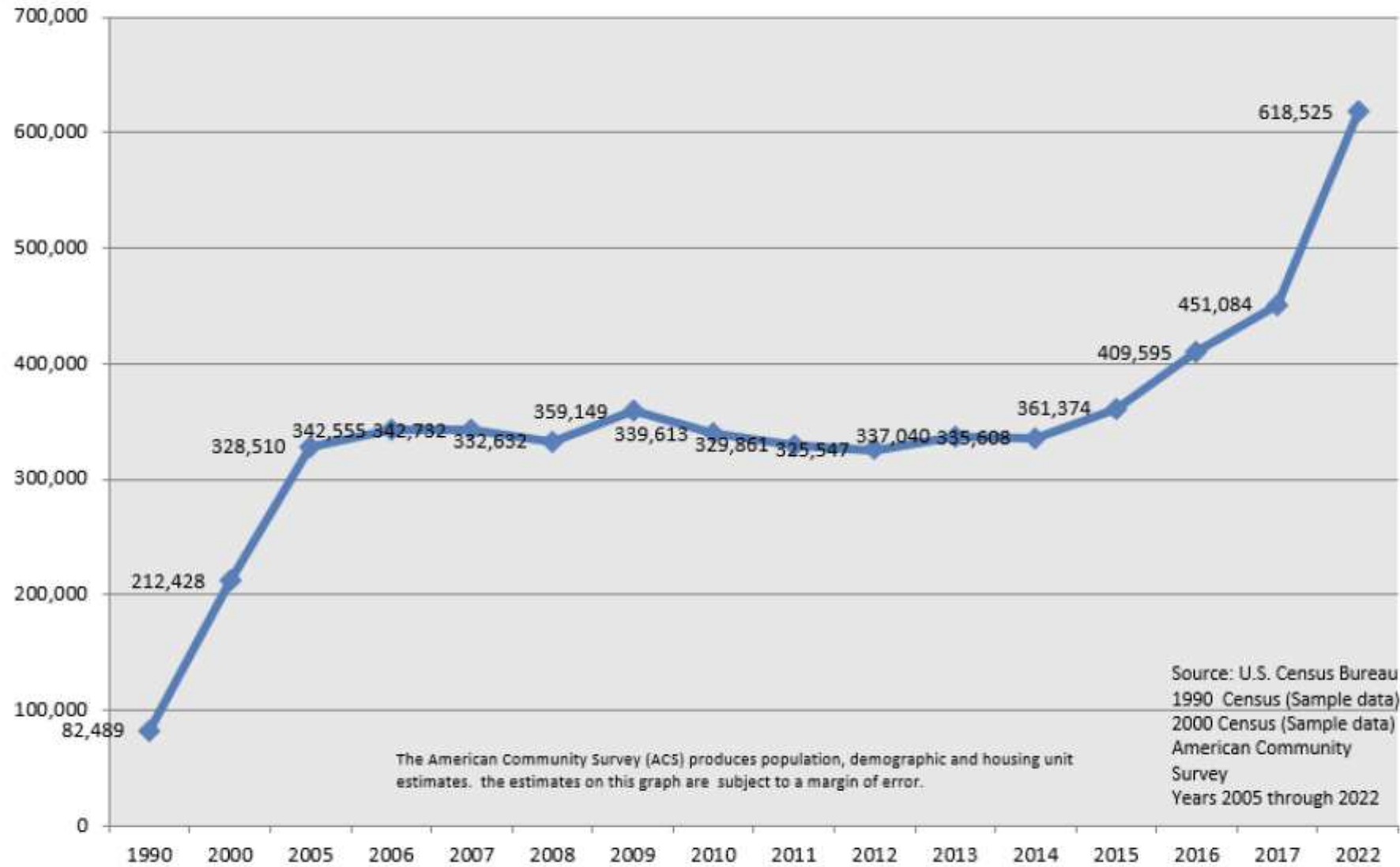
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Born in the U.S. of Brazilian Ancestry
(186,427)

2020 Census - Some Other Race Brazilian:
524,382

How Many Are We?

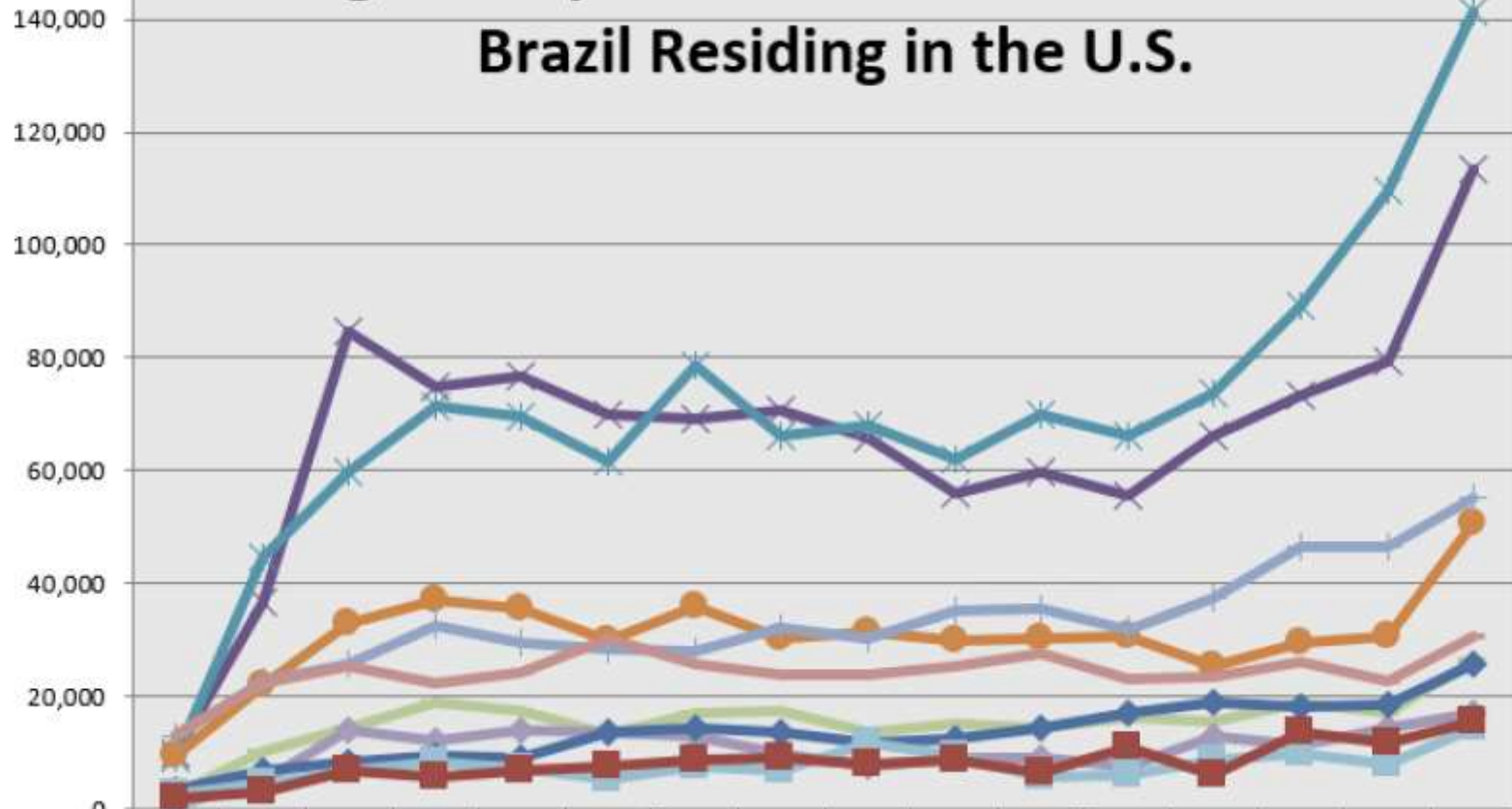
Change in Estimated Foreign Born Population by Country of Birth Brazil in the U.S. 1990-2022



The American Community Survey (ACS) produces population, demographic and housing unit estimates. the estimates on this graph are subject to a margin of error.

Source: U.S. Census Bureau
1990 Census (Sample data)
2000 Census (Sample data)
American Community
Survey
Years 2005 through 2022

Change in Population for the Persons Born in Brazil Residing in the U.S.



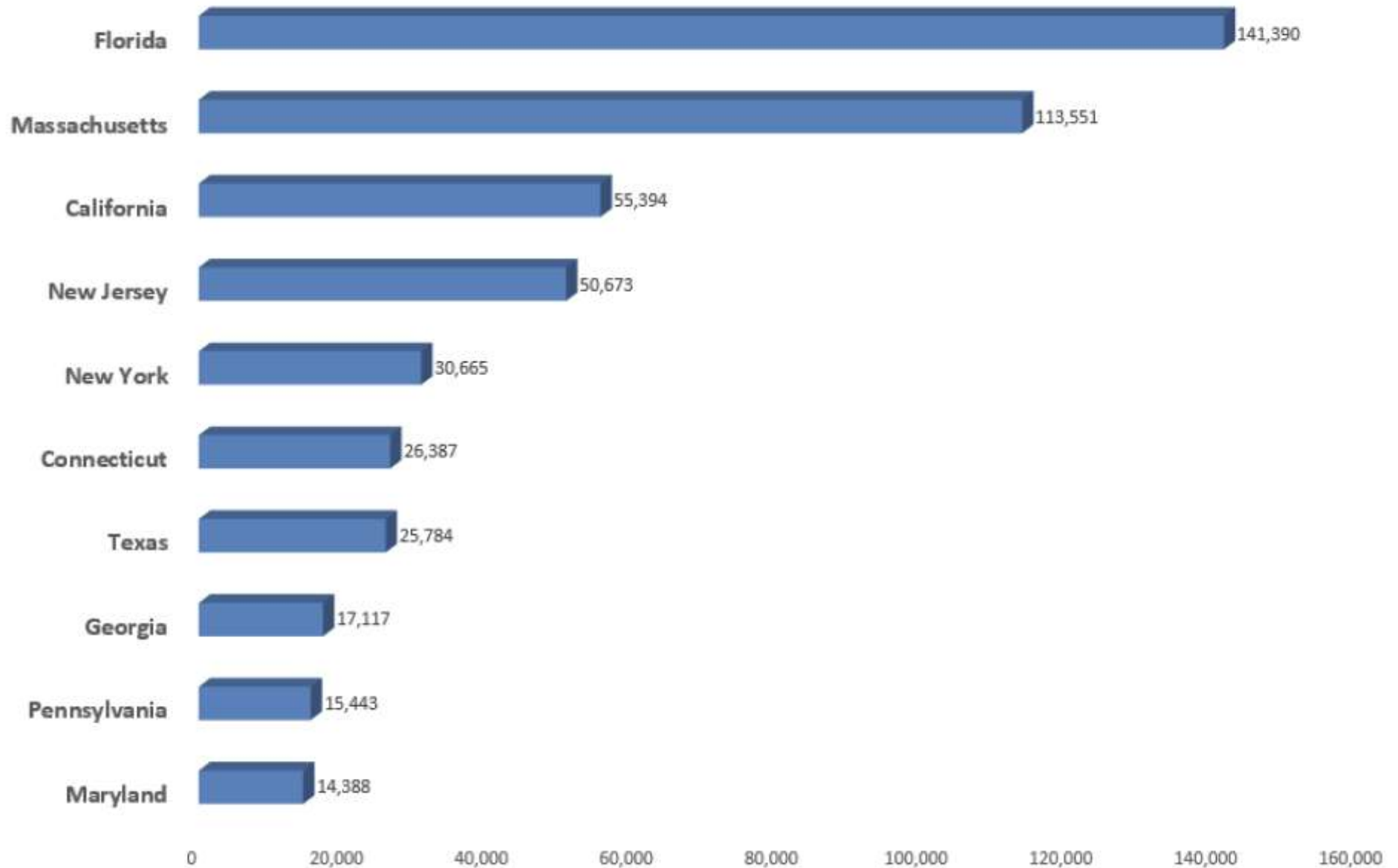
	1990	2000	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2022
Massachusetts	9,897	36,669	84,836	74,931	76,934	69,863	69,122	70,897	65,952	55,872	59,871	55,628	66,259	73,275	79,548	113,55
Florida	9,287	44,536	59,701	71,432	69,634	61,737	78,522	66,213	67,952	62,215	70,073	66,376	73,656	89,050	109,68	141,39
New Jersey	9,532	22,097	32,864	37,242	35,787	30,092	36,108	30,489	31,607	29,787	30,324	30,735	25,502	29,390	30,557	50,673
California	13,010	22,931	25,934	32,526	29,699	28,428	27,937	32,187	30,433	35,146	35,752	31,758	37,306	46,723	46,653	55,394
New York	13,479	22,265	25,380	22,431	24,239	30,175	25,867	23,900	23,840	25,478	27,709	23,307	23,349	26,011	22,911	30,665
Connecticut	2,871	10,379	14,336	18,871	17,487	13,489	17,135	17,554	13,771	15,086	14,612	16,311	15,403	18,999	17,142	26,387
Georgia	1,001	5,144	13,906	12,108	13,957	13,884	13,080	9,819	7,677	9,016	8,983	7,717	13,012	11,347	14,466	17,117
Texas	3,310	6,915	8,234	9,543	9,284	13,837	14,554	13,793	11,865	12,399	14,639	17,175	18,895	18,320	18,578	25,784
Maryland	2,760	4,697	6,820	8,227	7,300	5,261	7,734	6,759	11,971	9,464	5,810	6,102	8,686	10,049	8,158	14,388
Pennsylvania	2,115	3,264	7,028	5,729	6,769	7,563	8,952	9,044	8,042	8,678	6,449	11,078	6,327	13,592	11,693	15,443

Source: U.S. Census Bureau
 1990 Census (Sample data)
 2000 Census (Sample data)
 American Community Survey for years 2005 through 2022

The American Community Survey (ACS) produces population, demographic and housing unit estimates. The estimates on this graph are subject to a margin of error.



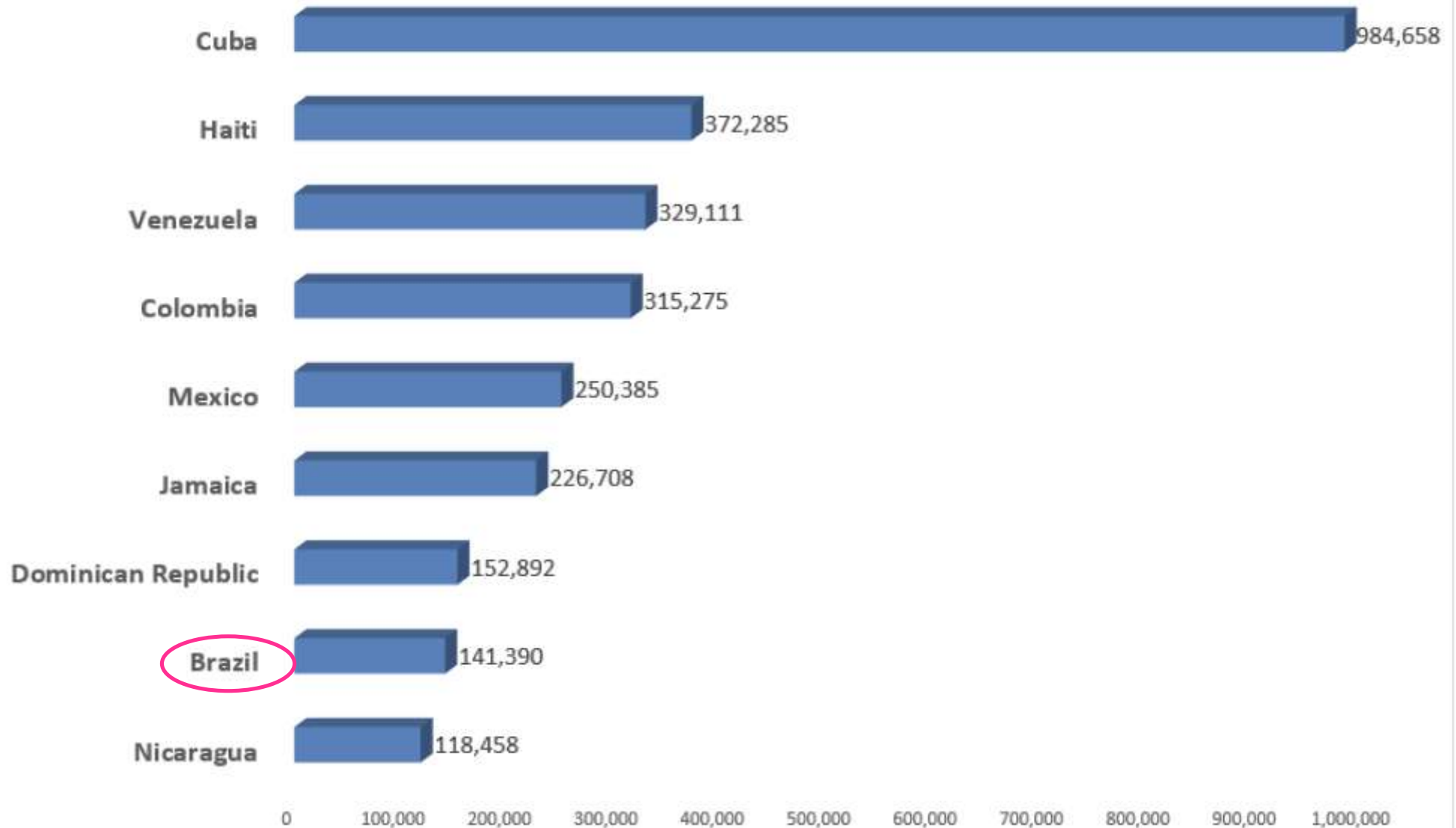
TOP 10 States for Foreign-Born Brazilian Populations 2022 ACS 1yr Estimates

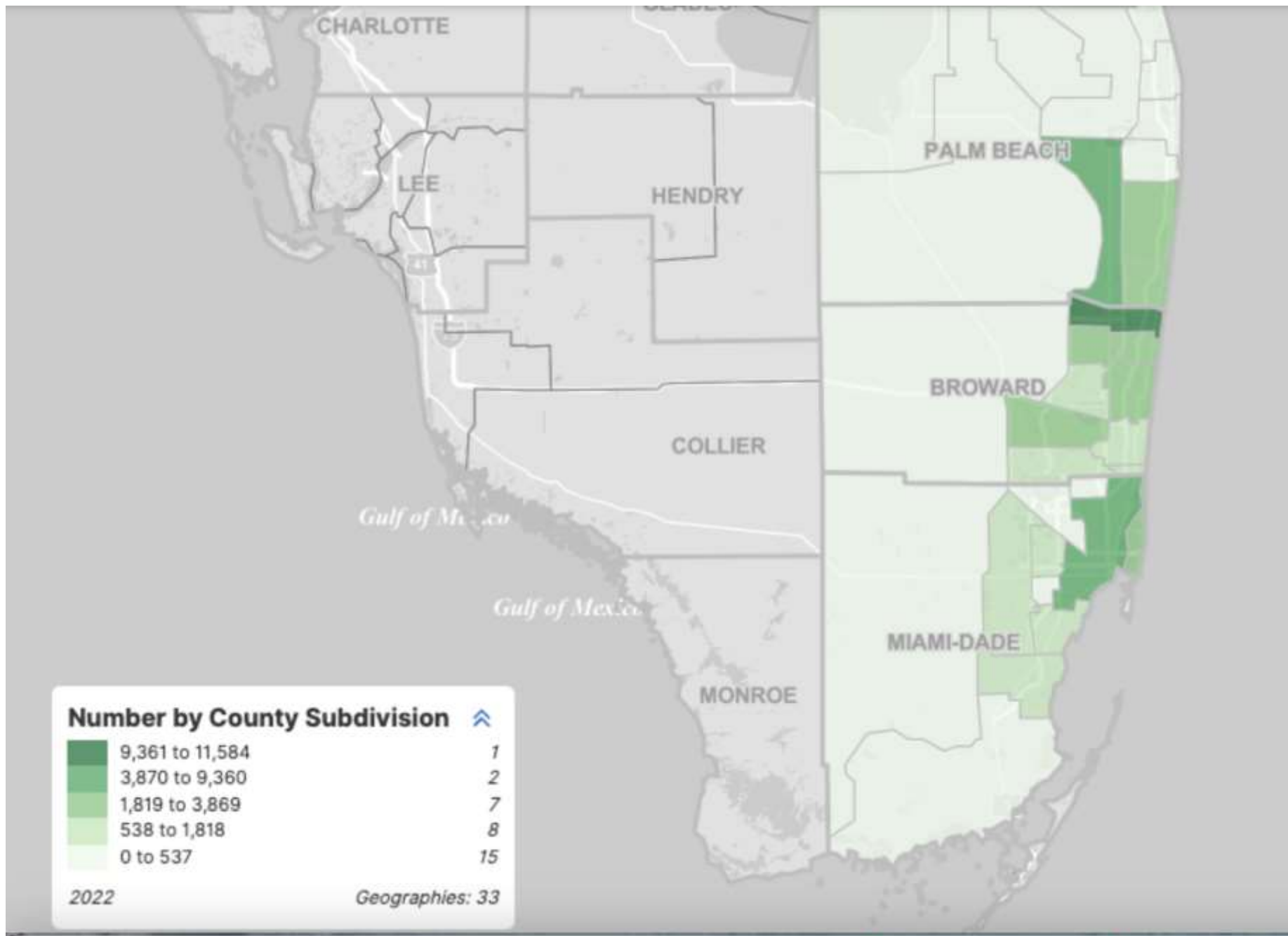


Top 10 Foreign Born Populations in Florida

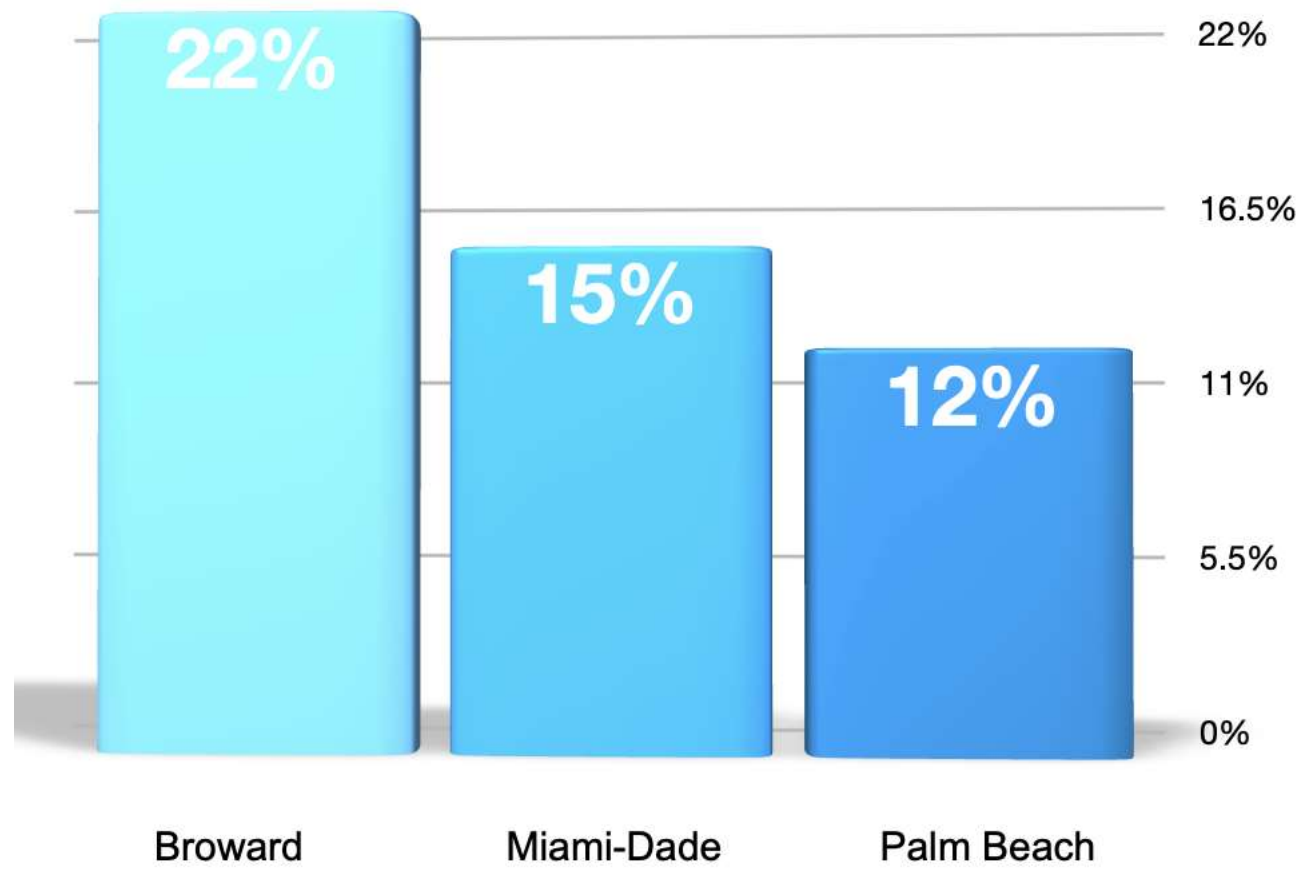
Source: U.S. Census Bureau 2022 American Community Survey

*These estimates are subjected to margins of error





Percentage of the Total Brazilian Immigrant Populations in FL by the Top Counties



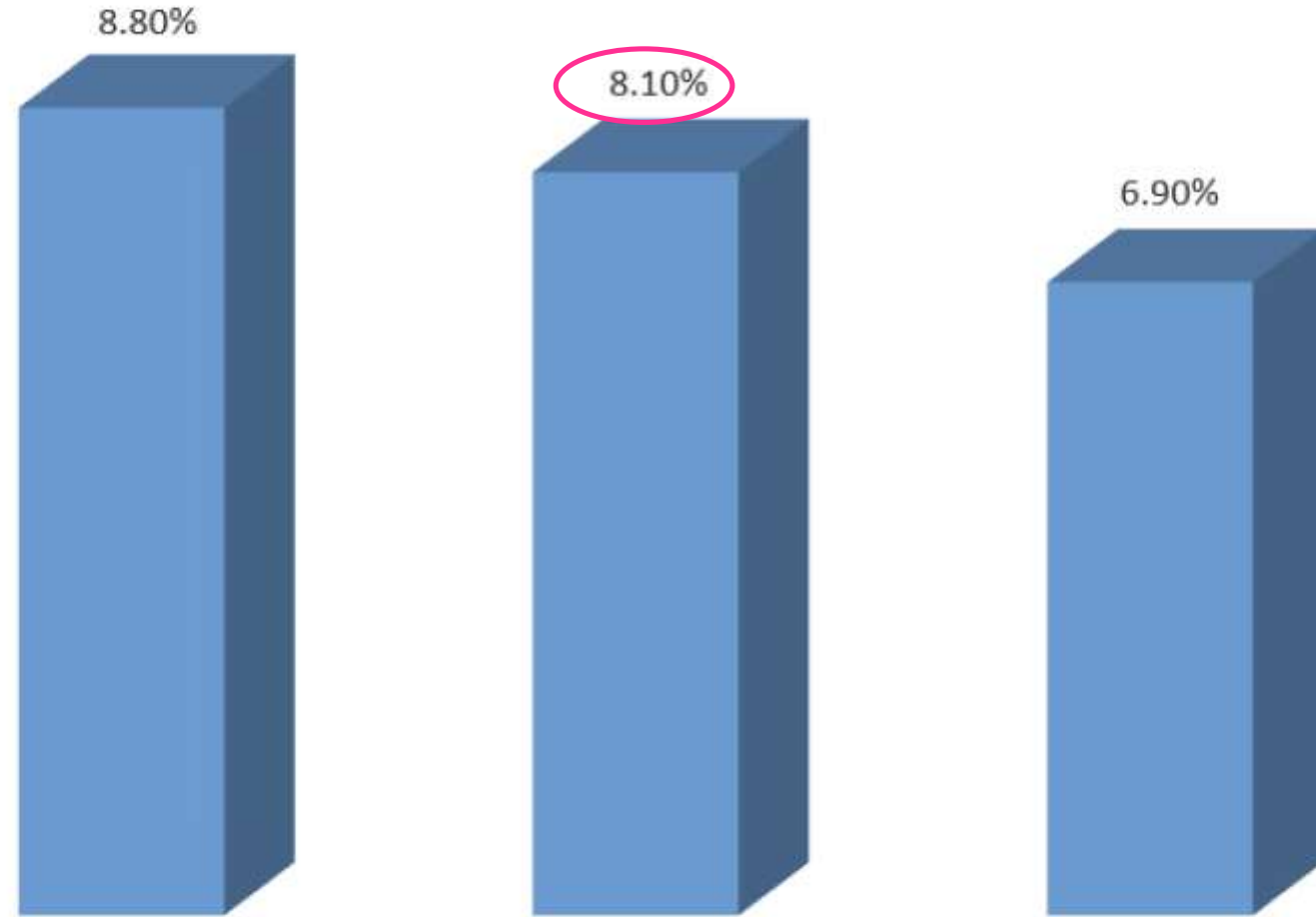
Who is the Brazilian consumer?

*Click no título para acessar a tabela de dados.
2020 Census and 2022 American Community Survey

Percentage of Immigrants Who Arrived in the U.S. in Past 12 Months

Source: U.S. Census Bureau 2022 American Community Survey

*These estimates are subjected to margins of error



United States

Florida

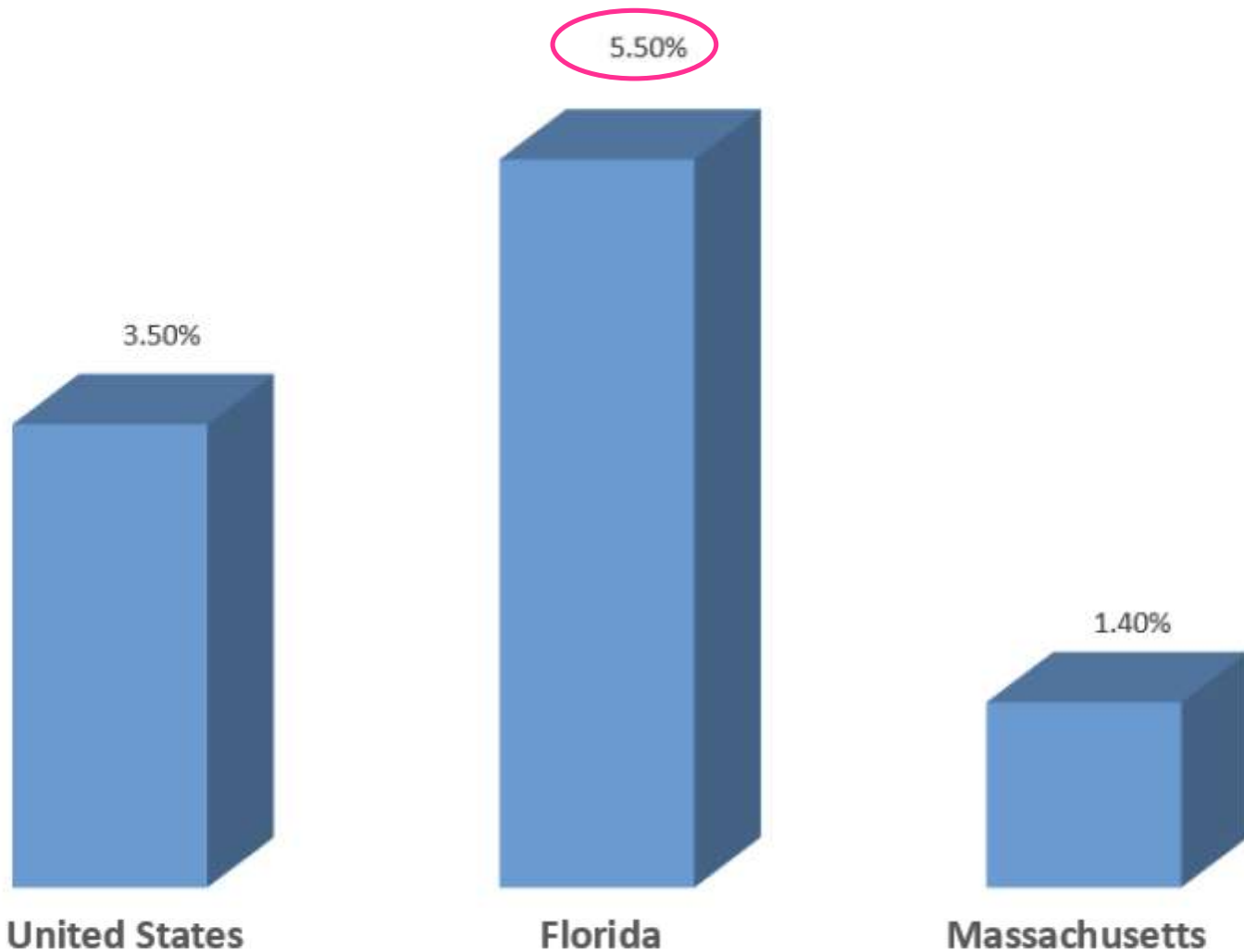
Massachusetts

- Forty-one percent (41%) of the Brazilian immigrant population in FL has U.S. Citizenship. The national average is 36%.

Percentage of Brazilian Immigrants Who Moved to a Different State in the Past 12 Months

Source: U.S. Census Bureau 2022 American Community Survey

*These estimates are subjected to margins of error

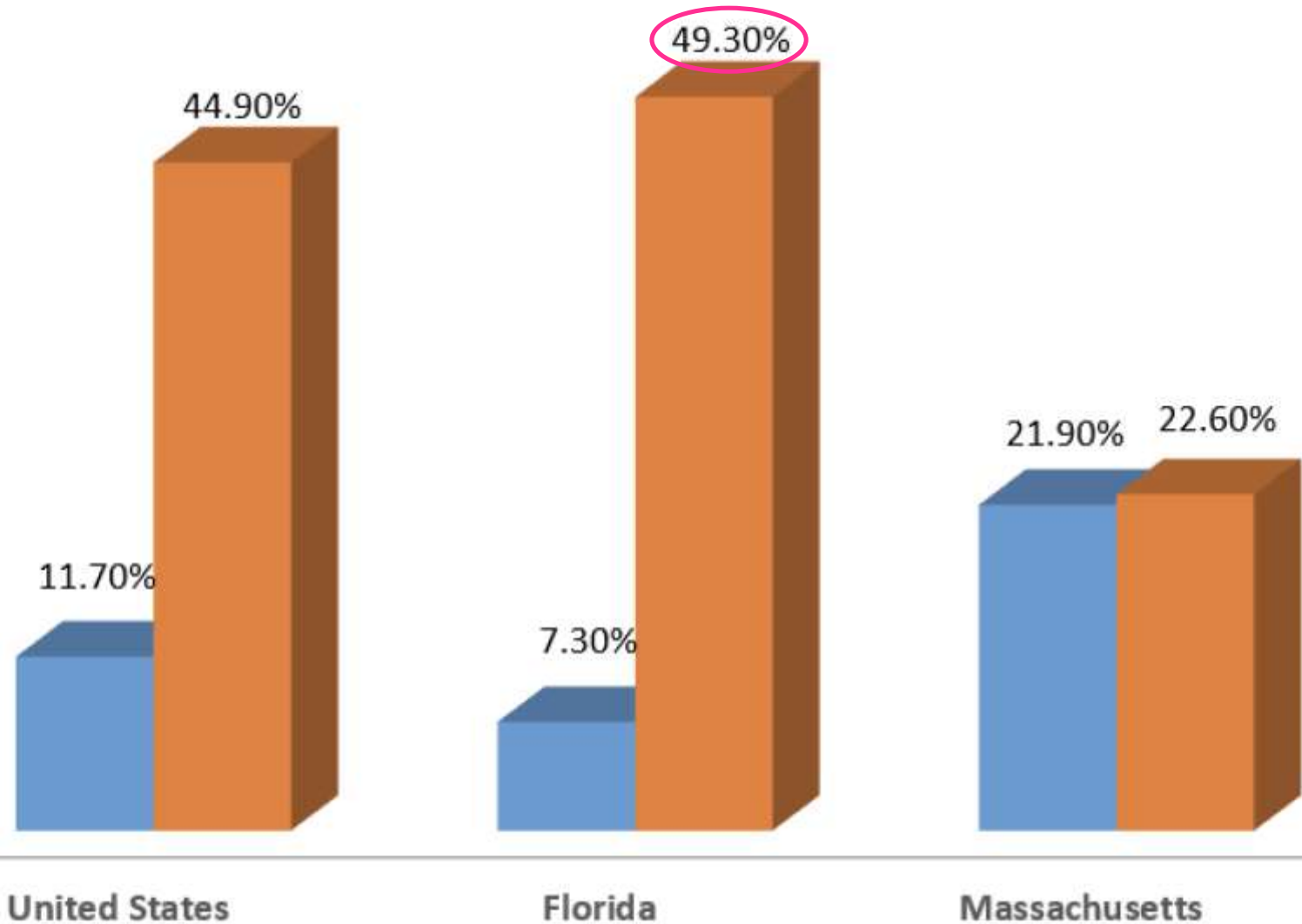


Educational Attainment

Source: U.S. Census Bureau 2022 American Community Survey

*These estimates are subjected to margins of error

■ Less than high school diploma ■ Bachelor's degree or higher

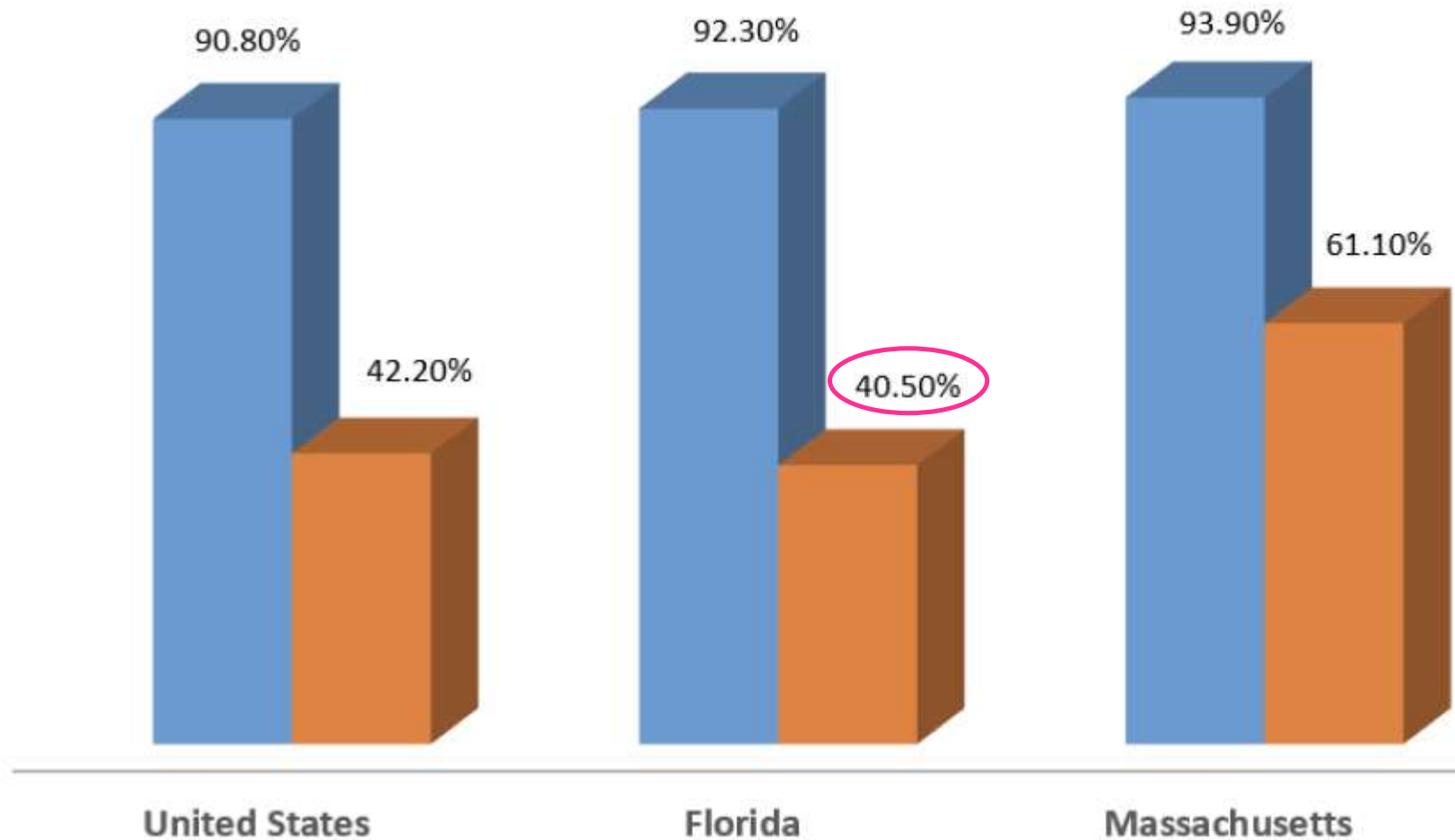


Foreign Language Spoken at Home by the Ability to Speak English

Source: U.S. Census Bureau 2022 American Community Survey

*These estimates are subjected to margins of error

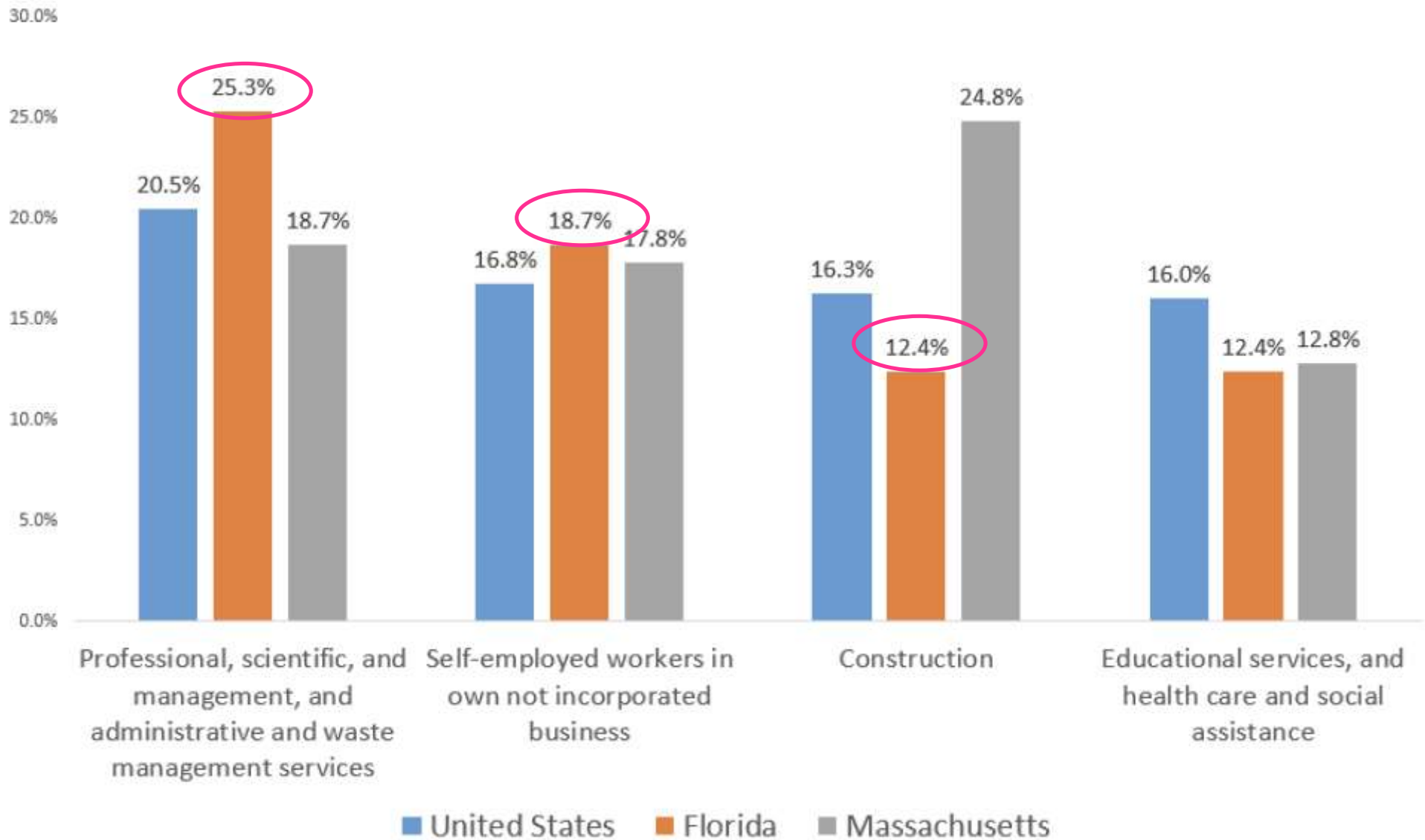
■ Language other than English ■ Speak English less than "very well"



Top 4 Industries for the Brazilian Immigrant Labor Force

Source: U.S. Census Bureau 2022 American Community Survey

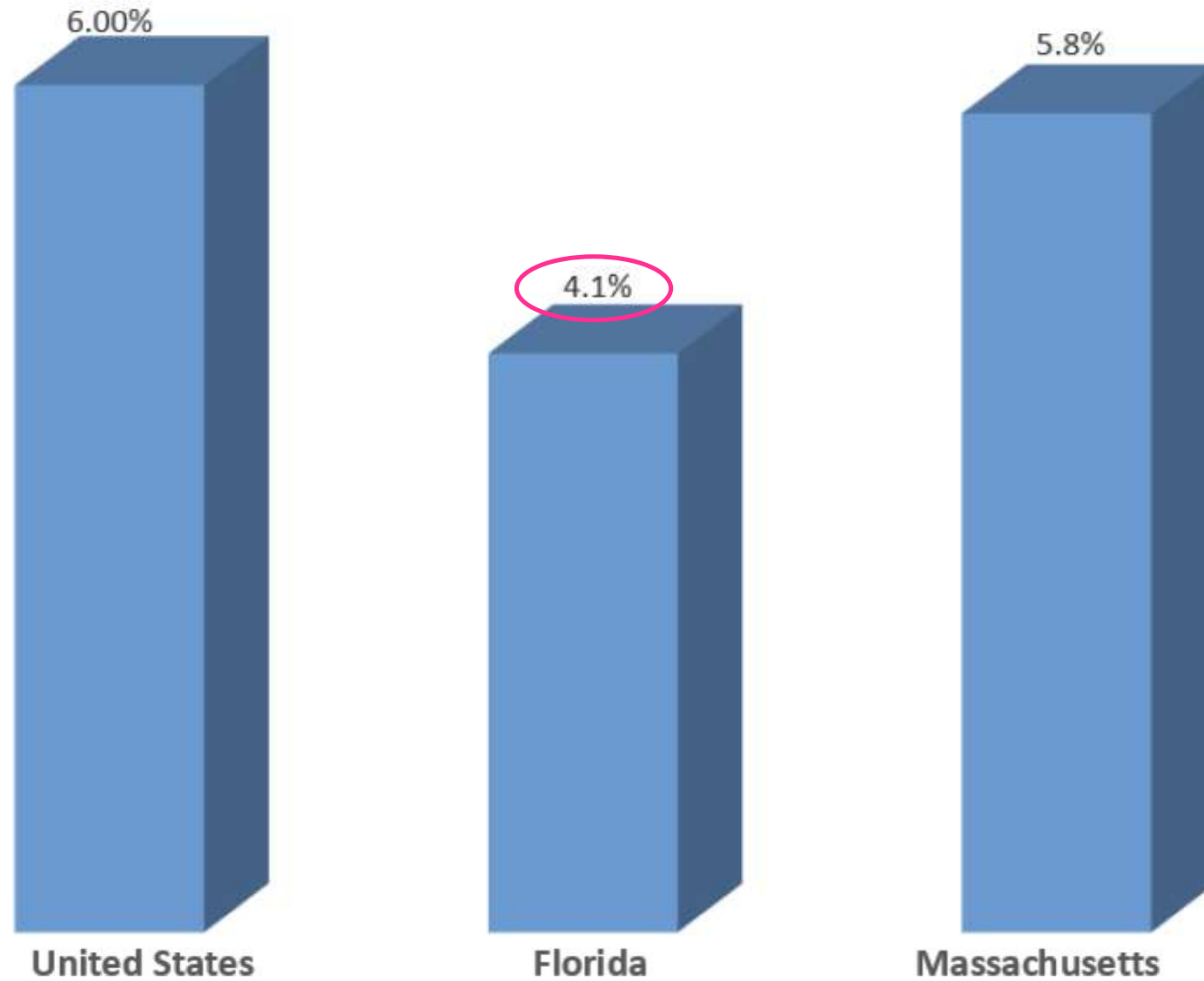
*These estimates are subjected to margins of error



Unemployment Rate

Source: U.S. Census Bureau 2022 American Community Survey

*These estimates are subjected to margins of error



Percentage of Households with Children

Source: U.S. Census Bureau 2022 American Community Survey

*These estimates are subjected to margins of error

- The median age of the Brazilian immigrant population in FL in 40.6
- In the past 12 months, about 2.5k Brazilian immigrant women gave birth in Florida.

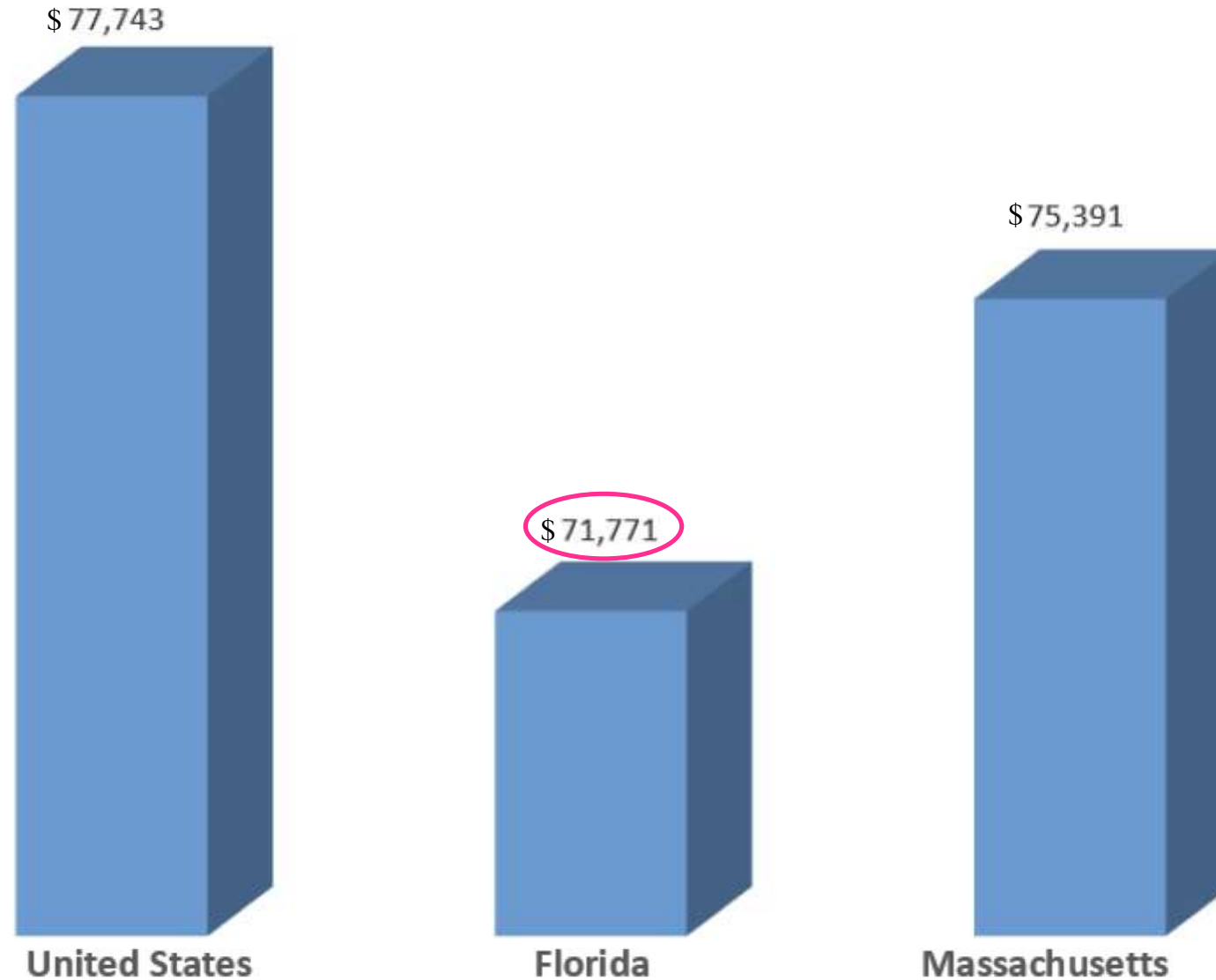


- The mean income of the Brazilian immigrant in FL is \$110,879, which is higher than the mean for the total population in the US,

Median Household Income

Source: U.S. Census Bureau 2022 American Community Survey

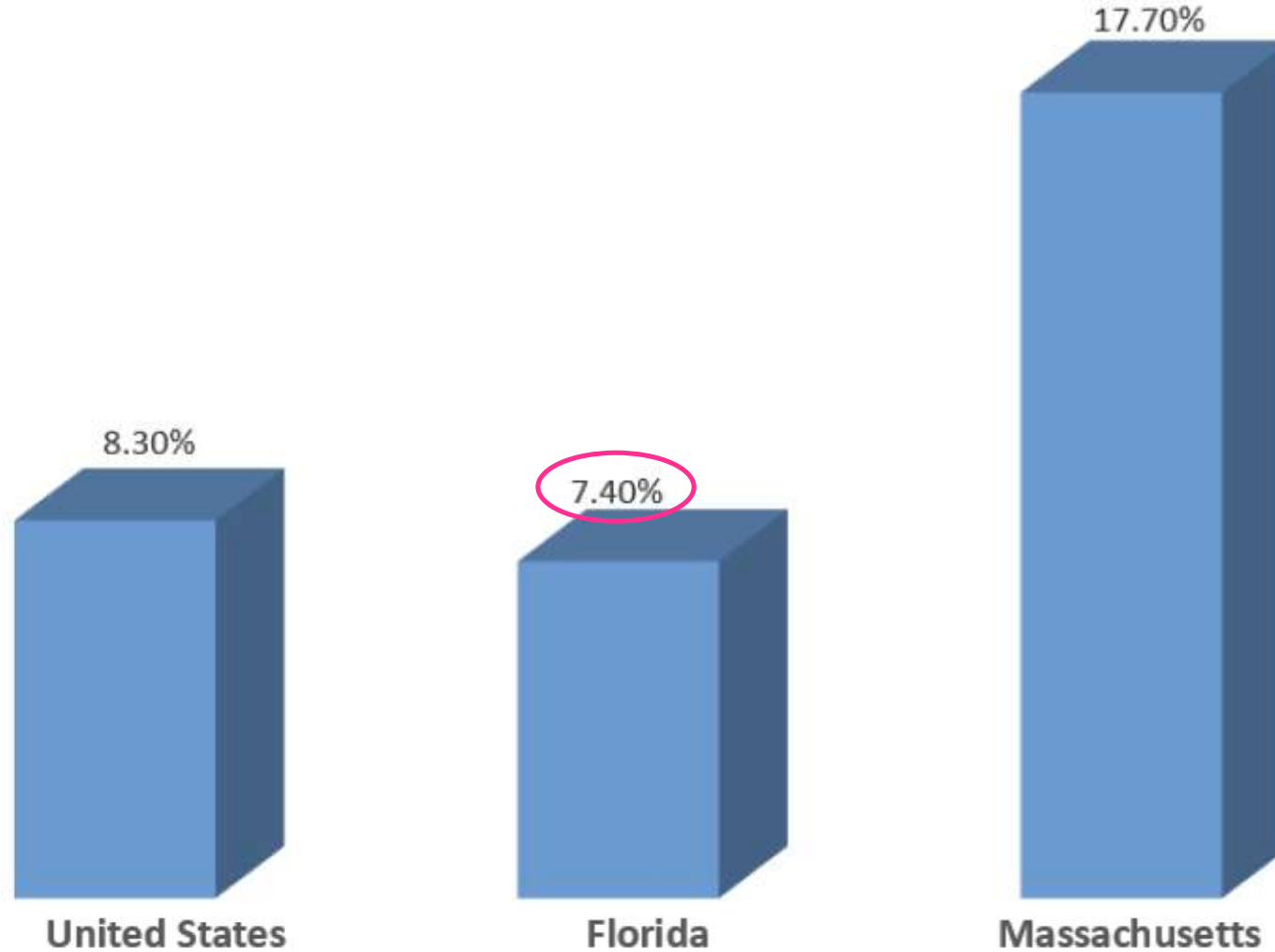
*These estimates are subjected to margins of error



Percentage of Population Receiving Food Stamp/Snap Benefits

Source: U.S. Census Bureau 2022 American Community Survey

*These estimates are subjected to margins of error

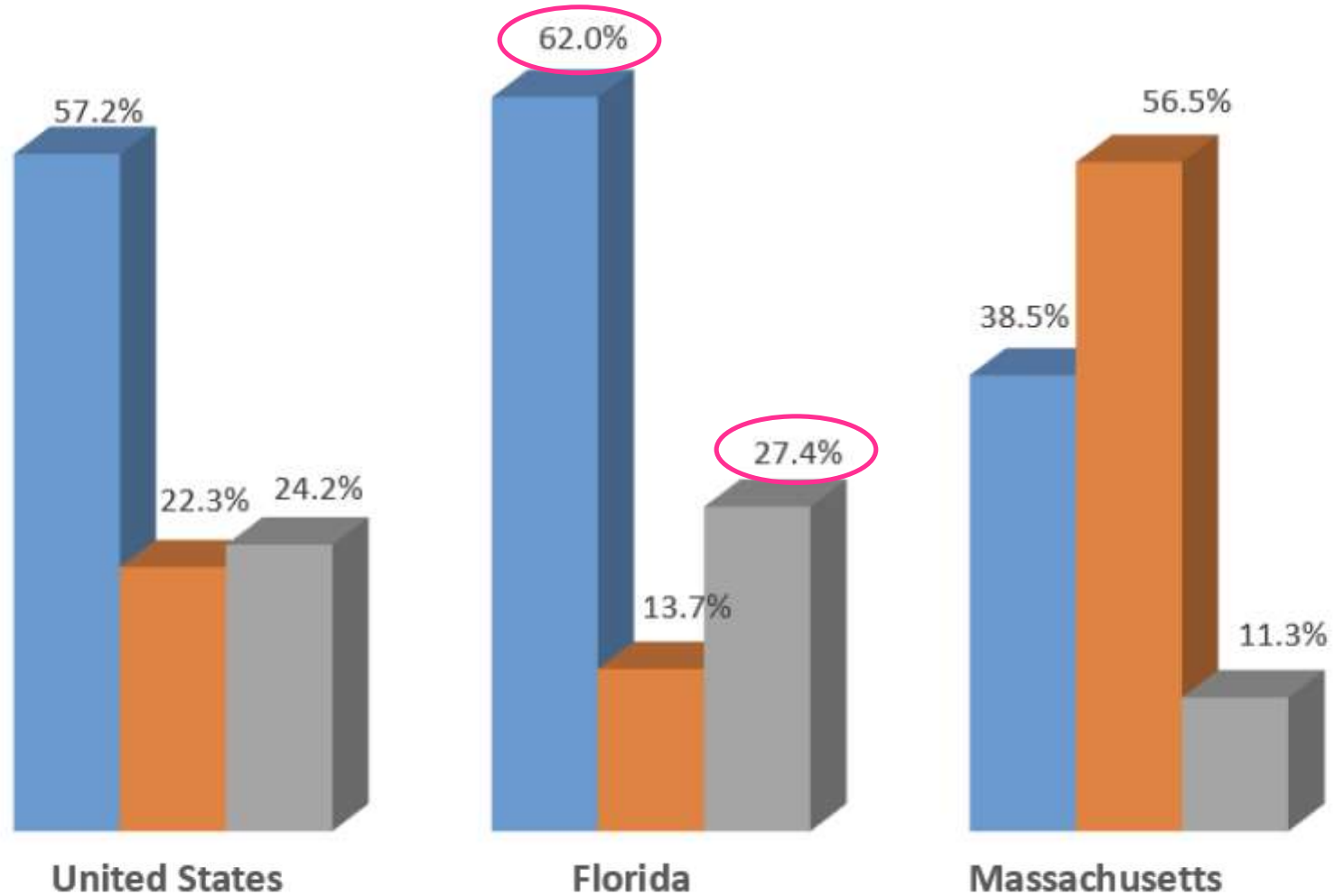


Health Insurance Coverage by Type of Insurance

Source: U.S. Census Bureau 2022 American Community Survey

*These estimates are subjected to margins of error

■ With private health insurance ■ With public coverage ■ No health insurance coverage

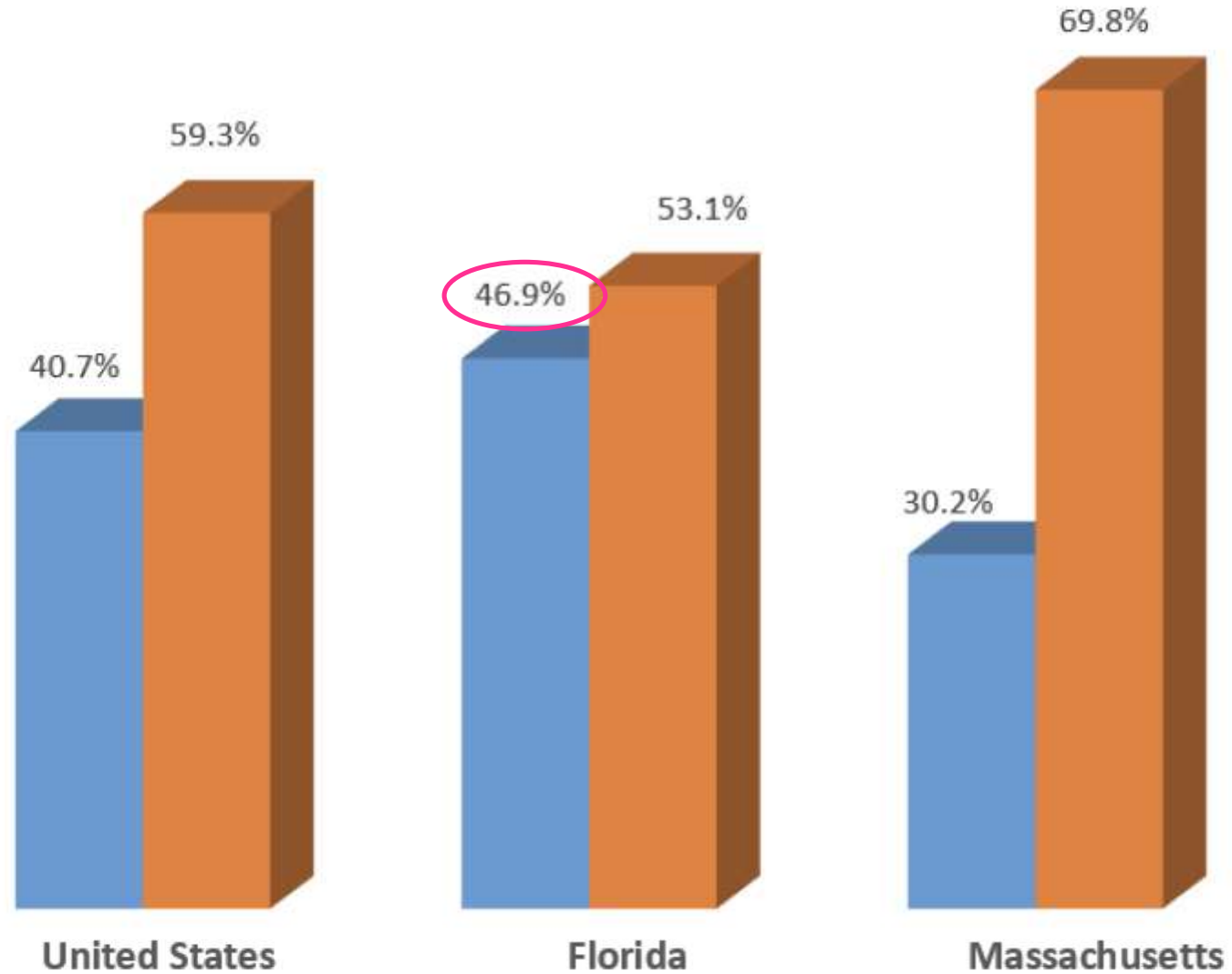


Percentage of Renters vs Owners

Source: U.S. Census Bureau 2022 American Community Survey

*These estimates are subjected to margins of error

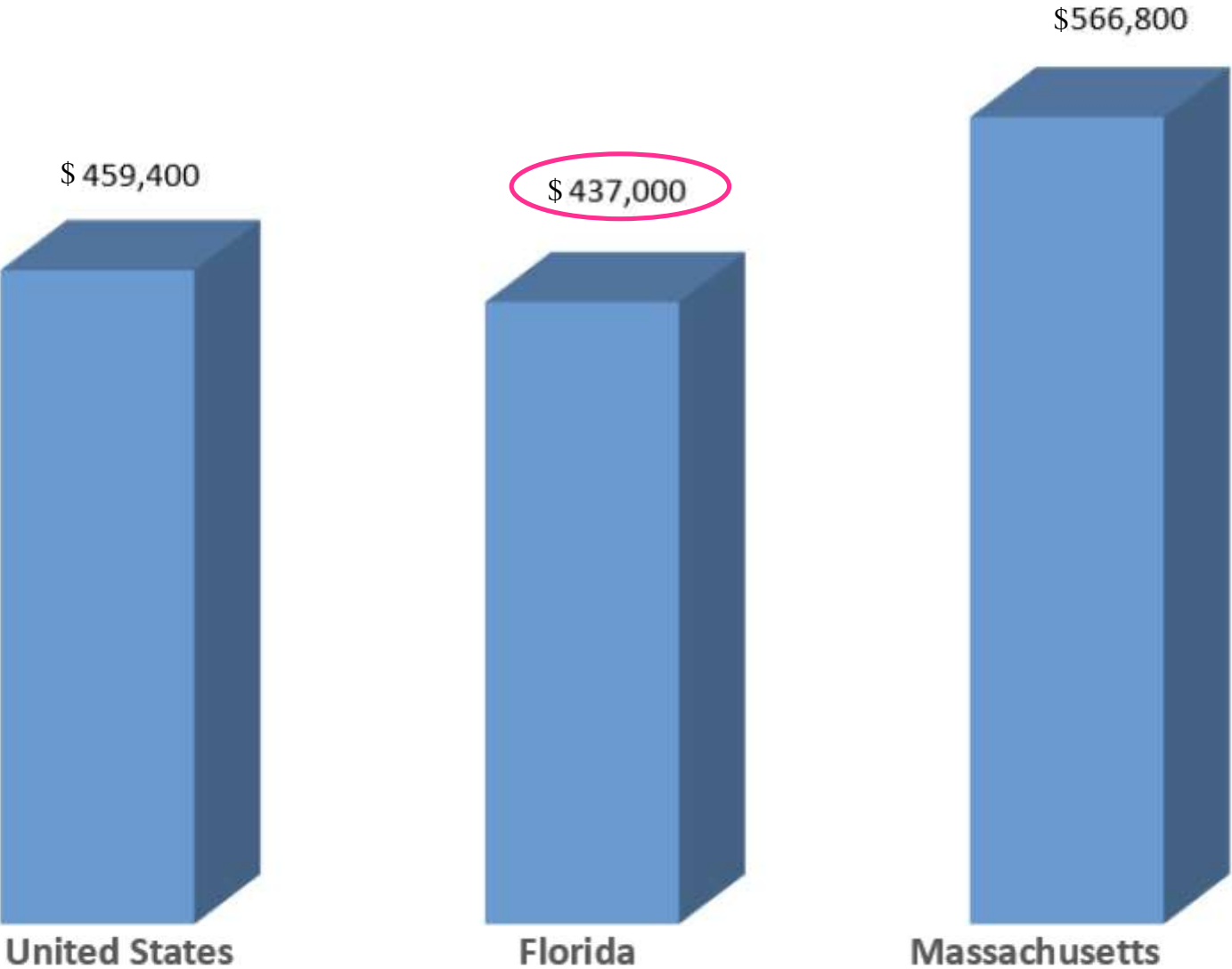
■ Owner-occupied housing units ■ Renter-occupied housing units



Median Value of Owner-Occupied Homes

Source: U.S. Census Bureau 2022 American Community Survey

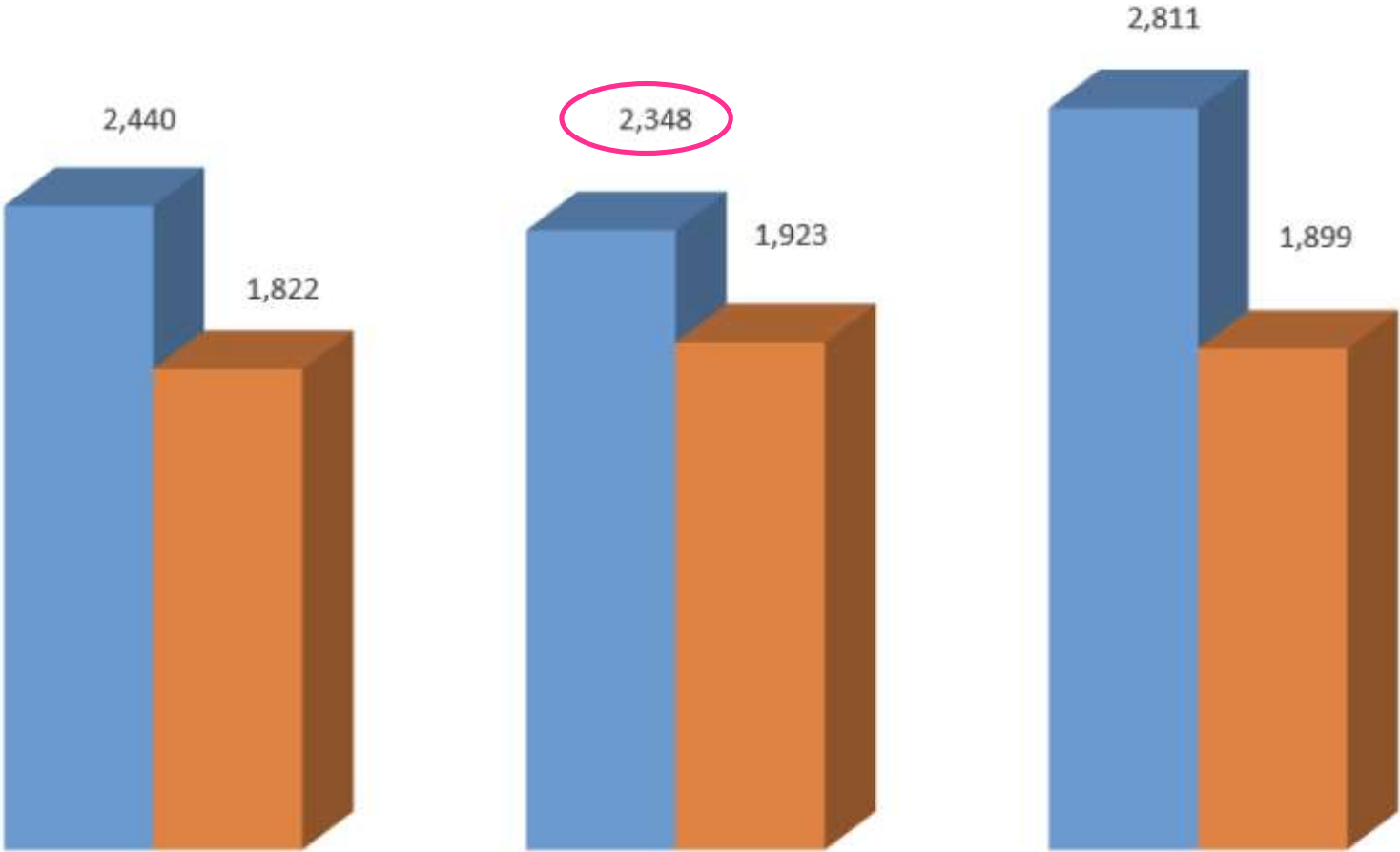
*These estimates are subjected to margins of error



Median Housing Cost for Occupied Housing Units

Source: U.S. Census Bureau 2022 American Community Survey

*These estimates are subjected to margins of error



United States

Florida

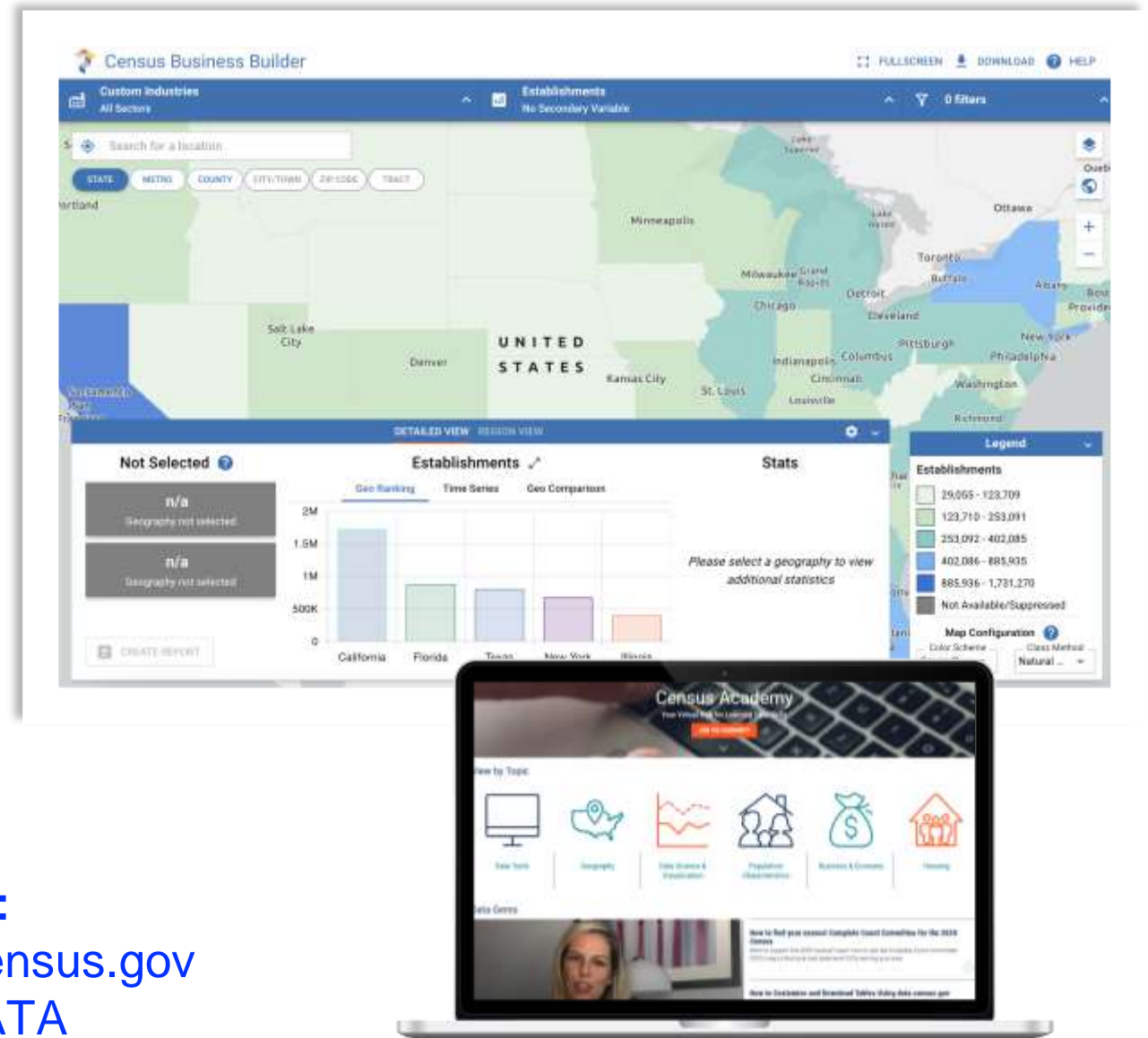
Massachusetts

- Median selected monthly owner costs with a mortgage (dollars)
- Median gross rent (dollars)

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