



Luz Train Station, City of São Paulo

Business Climate Survey Brazil 2026

São Paulo, Brazil
May 2nd 2026



Background

- Swedish companies have been present in Brazil for more than a hundred years. Even though Brazil can be a challenging market, new Swedish companies keep on setting up operations in the country while long-established corporations continue to invest. Swedish companies employing ~50 000 people, and are active in sectors such as mining, transport, machinery, defense, healthcare, telecom, services and more.
- This year's report is the seventh edition within the global collaboration between Business Sweden and the Swedish Chambers International (SCI). A collaboration that now facilitates for a global comparison of 41 markets from all continents, this in addition to the local market results.
- The objective of these reports is to provide a better understanding and good insights on how the current business climate and market development around the world is perceived by leading Swedish companies. The reports also serve as a comparison tool for Swedish companies with plans to further invest in their current business or expand into new markets.
- This year, the Business Climate Survey in Brazil collected answers from 60 Swedish companies, across various sizes and industries, which is comparable to the number of responses collected in previous years.
- The survey was performed between January 30th and March 6th.
- Team Sweden in Brazil, consisting of the Embassy of Sweden, Business Sweden and Swedcham, works to promote Sweden, the Swedish industry and Swedish economic interests in Brazil. The commitment and close cooperation between the Team Sweden partners help to better position and grow Swedish businesses and interests in Brazil through various activities and programs, out of which the annual Business Climate Survey is one example of a joint activity.

Key Takeaways: Brazil Business Climate Survey 2026



Swedish companies continued to maintain a high level of profitability during 2025, despite the economic slowdown and high SELIC rates.



Despite current global crises and lower projected growth in Brazil, almost three quarters of Swedish companies expect to grow business during 2026 and almost half confirmed to increase investments.



Due to challenging macroeconomic conditions and uncertainties rising due to the upcoming elections in the October, the business climate is perceived as moderate for 64% of respondents.



Most Swedish companies identify real opportunities with the EU-Mercosur free trade agreement, including exporting to and sourcing from Europe. Many will start acting already in 2026, by understanding rules and searching for new markets



A sustainable offering is helping to position 65% of Swedish brands in Brazil, while supporting the business growth of 25%. In total, 8% of respondents reported risks concerning corruption or human rights violations.

Business Climate Survey Brazil 2026

- Swedish Business in Brazil
- Brazil Business Climate
- Challenges and How Swedish Companies Succeed in Brazil
- Acting Sustainably

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Key Takeaways: Swedish Business in Brazil



60 Swedish companies of different sizes and business areas took part in the 2026 Brazil Business Climate Survey



71% of respondents are medium or large companies with more than 1 000 employees globally



48% of respondents are industrial manufacturers, and the remaining is composed by companies within consumer goods and professional services

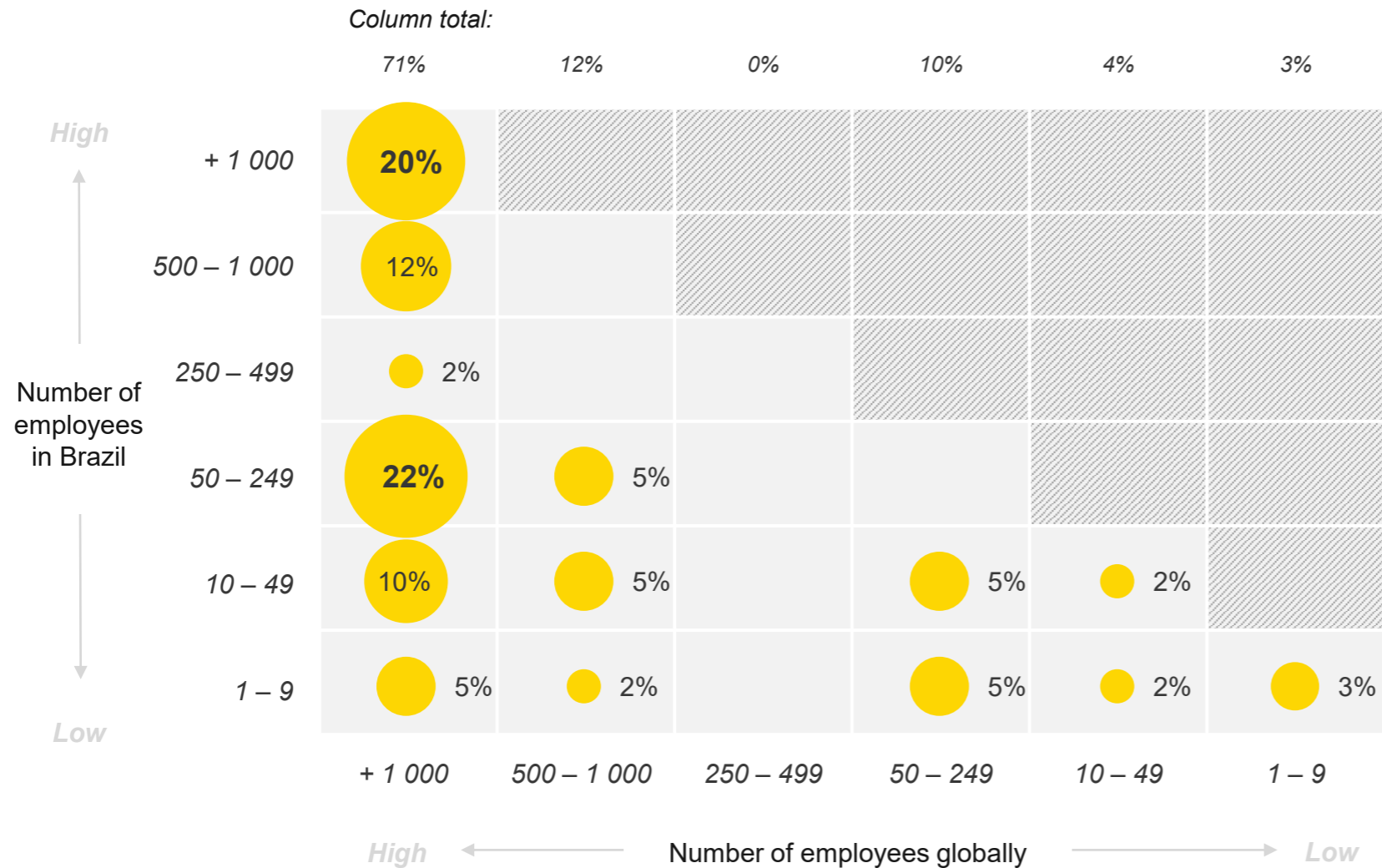


53% of respondents are experienced in the Brazilian market, having presence for more than 20 years



Size: This year's respondents are clearly divided between large global corporations and smaller businesses

Question 1: Please estimate: (a.) the global and (b.) the local number of full-time employees in your company in 2026.



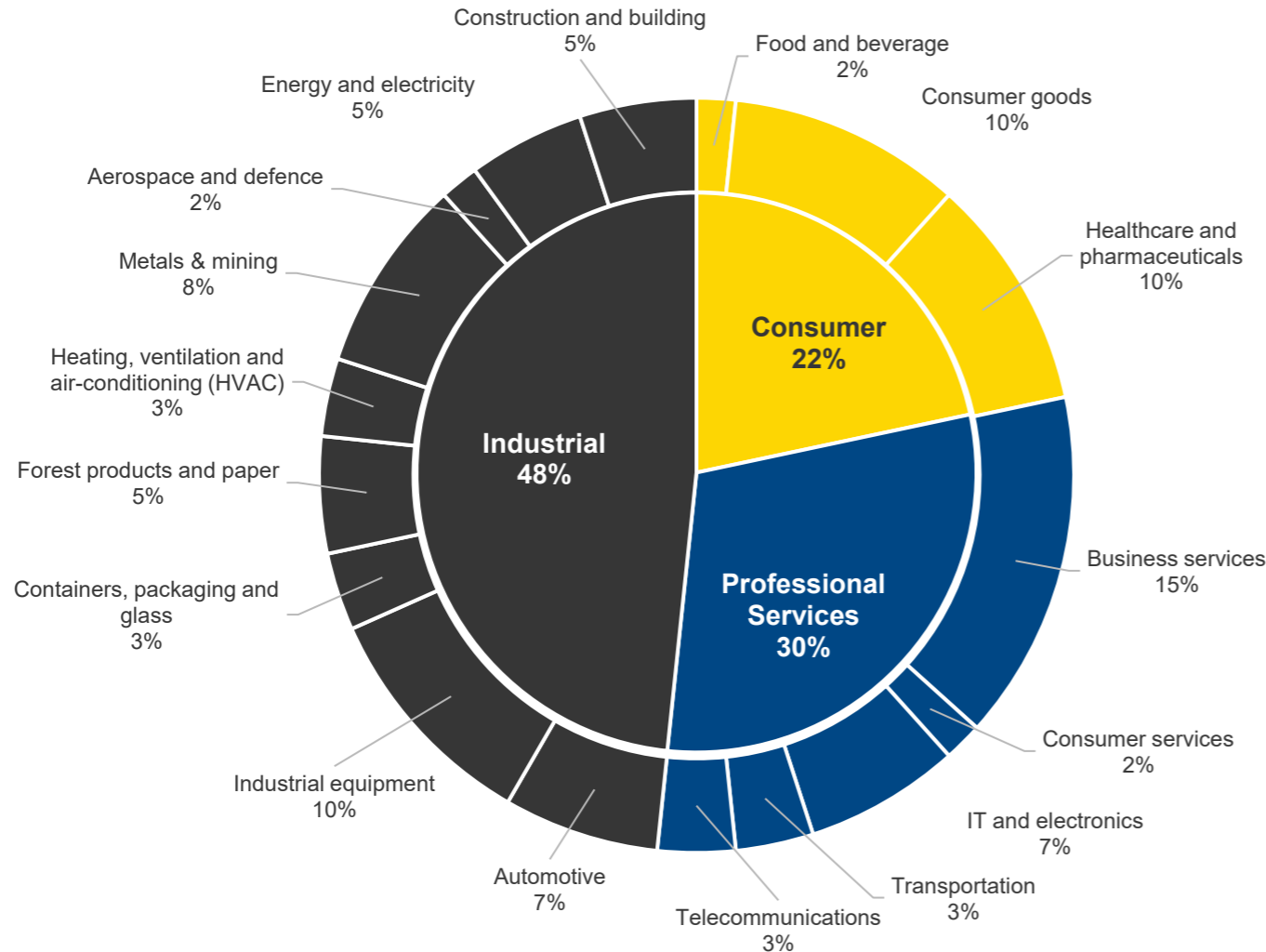
- 71% of the Swedish companies participating in this survey have more than 1 000 employees globally, representing the majority group of respondents.
- 32% of respondents have 500 or more employees in Brazil, including industrial companies and providers of specialized services.
- 4 respondents have, at the same time, less than 50 employees globally and in Brazil, indicating that those are companies operating mostly in Brazil.

Note: responses Don't know/Not applicable were excluded from this analysis. Based on responses by 60 companies.



Almost half of respondents are industrial companies, while the other half is composed by companies producing consumer goods and service providers

Question 2: What is your company's main industry in Brazil?

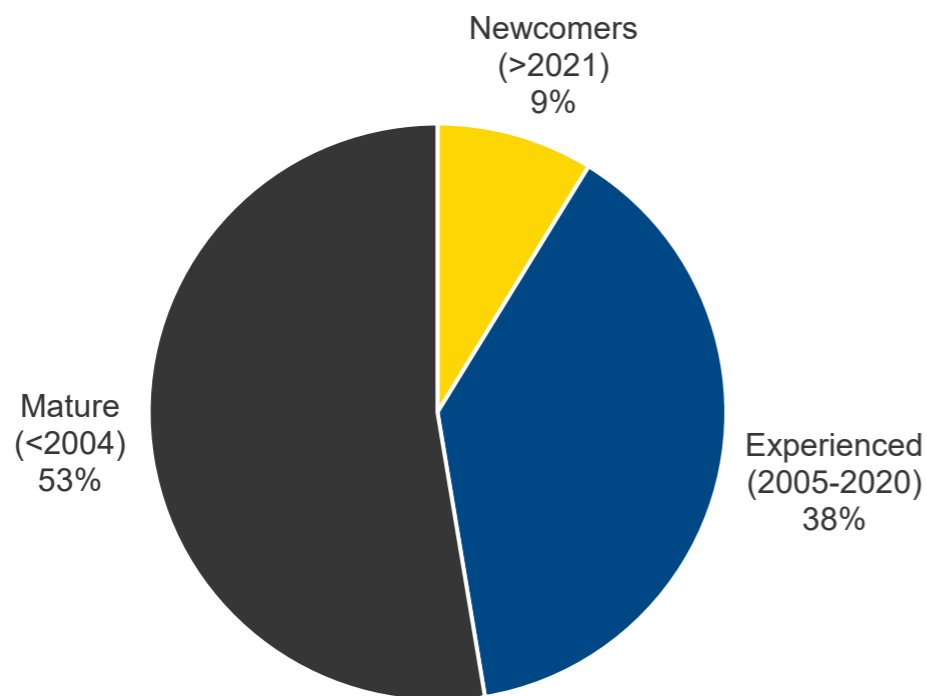


- 48% of the respondents are industrial Swedish companies, many of which maintain some form of manufacturing or assembly in Brazil – *Question 3* indicates that 50% of respondents are producing in Brazil. Relevant segments are automotive, metals & mining and industrial equipment.
- Sweden is increasingly becoming a key service provider to the Brazilian market, reaching the position of second largest service exporter to Brazil in 2024. These providers (mainly business services providers) represent 30% of surveyed companies.
- Healthcare and consumer goods are also relevant segments for Sweden in Brazil, representing 10% of respondents each.
- Overall, the Swedish business footprint in Brazil is very diverse, with at least 150 established companies, located mainly in the states of São Paulo and Paraná.

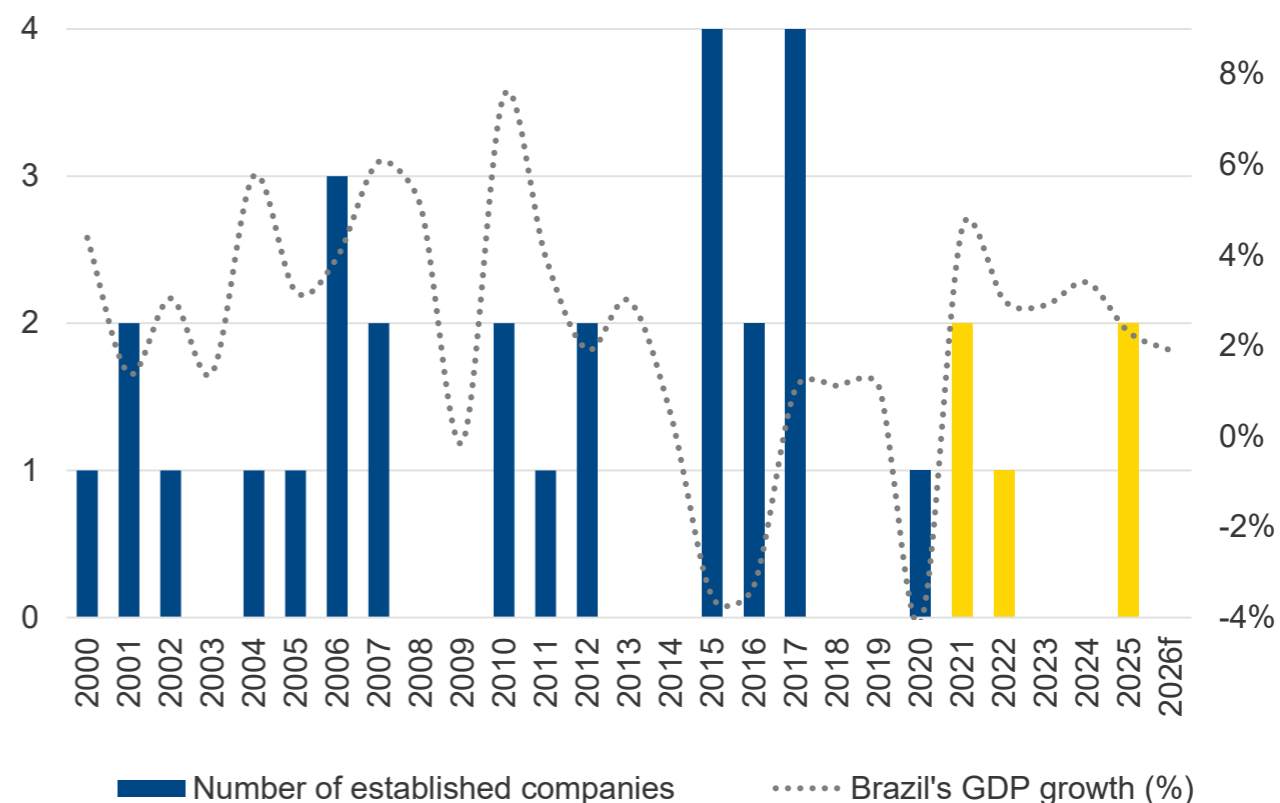
Note: Other/Not Applicable answers were reclassified to the companies' closest business areas for the analysis of this question.

Age: Nearly half of the survey's respondents have been present in Brazil for more than 20 years; only 5 respondents got established after COVID-19

Question 3: In what year did your company establish operations in Brazil?



Swedish companies established after 2000 and GDP growth*

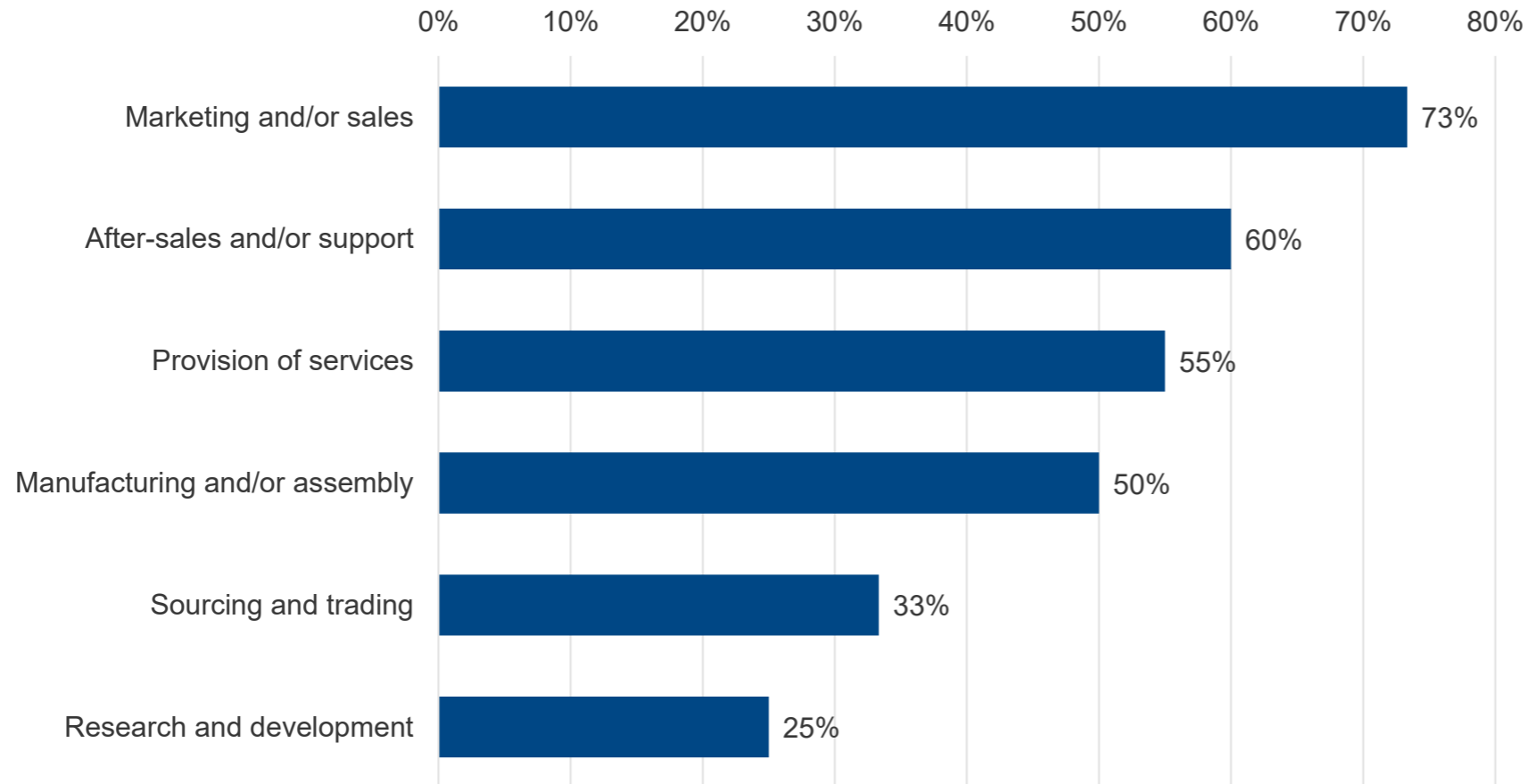


* Note: regarding 2026 respondents only (excludes Don't know/Not applicable answers). Brazil 2026 GDP growth forecast by IMF (2.0%).



Half of surveyed companies have manufacturing in Brazil, and a quarter conducts R&D activities locally

Question 4: What operations do you carry out in Brazil?



- Swedish companies in Brazil are focused on the sales of goods (73%) and the provision of services (55%). The high ratio of companies dedicated to after-sales and support indicates the importance of being close to client and being able to communicate in local language.
- 50% of respondents have manufacturing or assembly operations in Brazil, while 25% perform R&D activities. That may indicate that at least half of manufacturers are also conducting research in Brazil.

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Key Takeaways: Brazil Business Climate



73% of Swedish companies were profitable in 2025; 10% reported to have presented losses in the period



According to Swedish companies, the business climate in Brazil got slightly worse. Now, 22% are more positive and 14% are more negative



Similarly to the 2025 BCS, 72% of companies expect to grow in Brazil during the next months, while 46% plan to increase investments

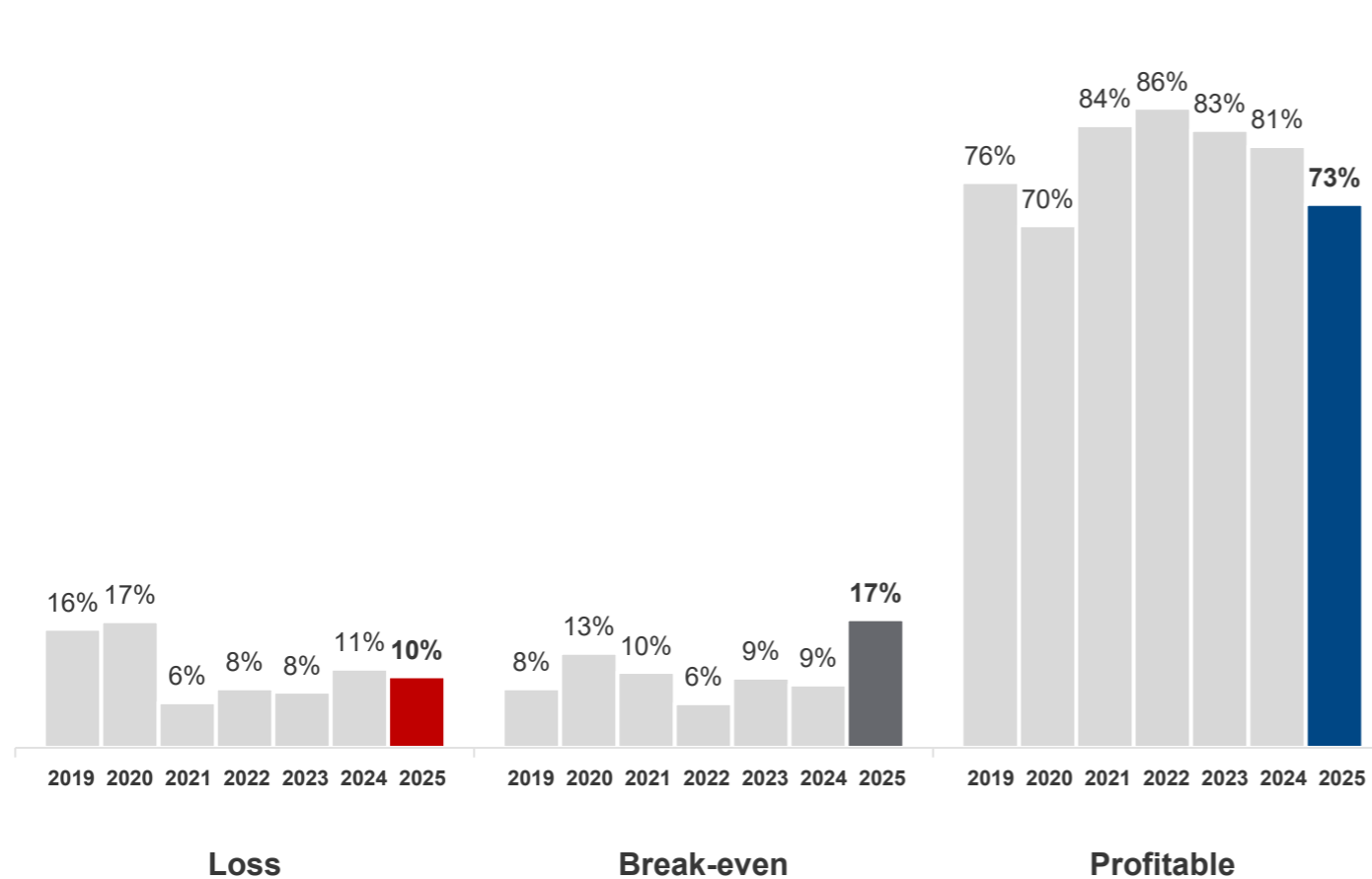


High interest rates and political uncertainty throughout 2026 are threatening economic growth, forecasted at 1.9%



In 2025, the share of profitable Swedish companies in Brazil was slightly lower

Question 5: How would you describe your company's financial performance in Brazil in 2025?

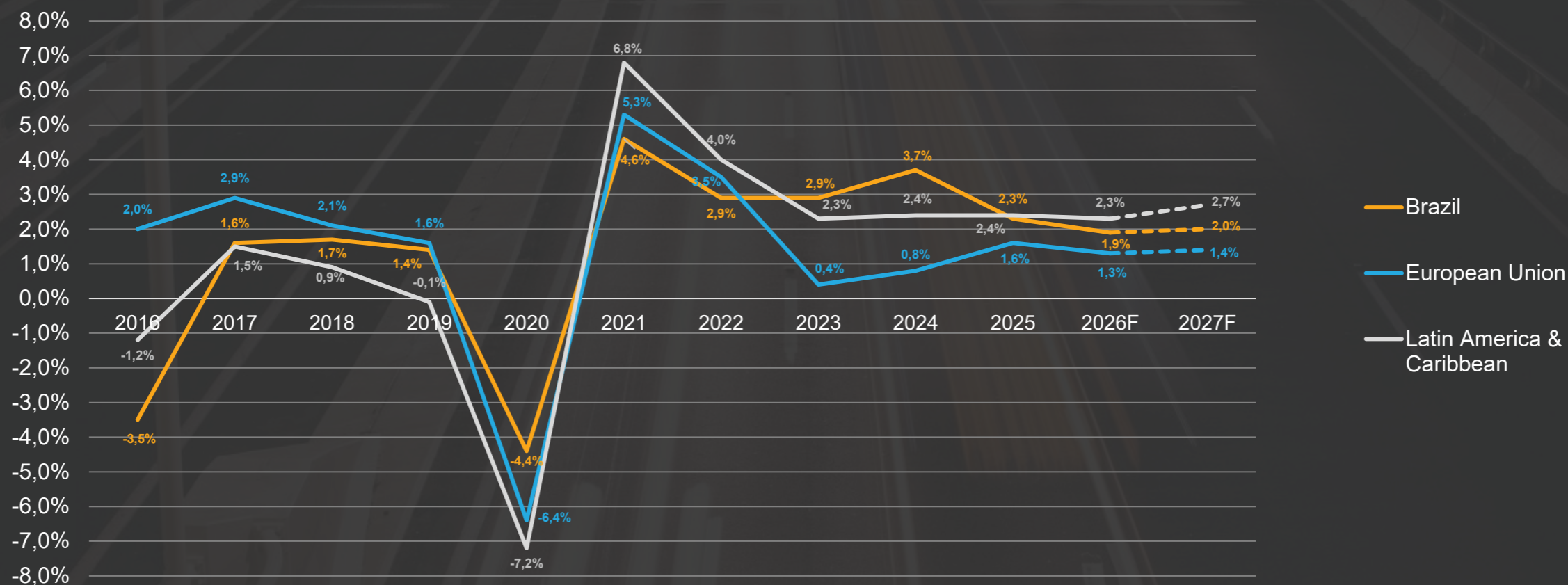


- 73% of companies stated that they were profitable during 2025, while only 10% presented losses. This weaker result is in line with figures registered during 2019/2020, potentially connected with the economic slowdown in Brazil during the last quarters.
- Larger and industrial companies presented better results in 2025, as well as the majority of companies established in Brazil prior to 2004. Smaller and more inexperienced companies presented mixed results.
- Expensive credit and inflation pressures may have impacted Swedish sales during the last year in Brazil.

Note: Don't know/Not Applicable answers (8) were excluded in the analysis of this question.

Brazil's forecast GDP growth in 2026 was set to 2.0% due to the new conflict in Iran, which can have a longer impact over global fuel prices and inflation

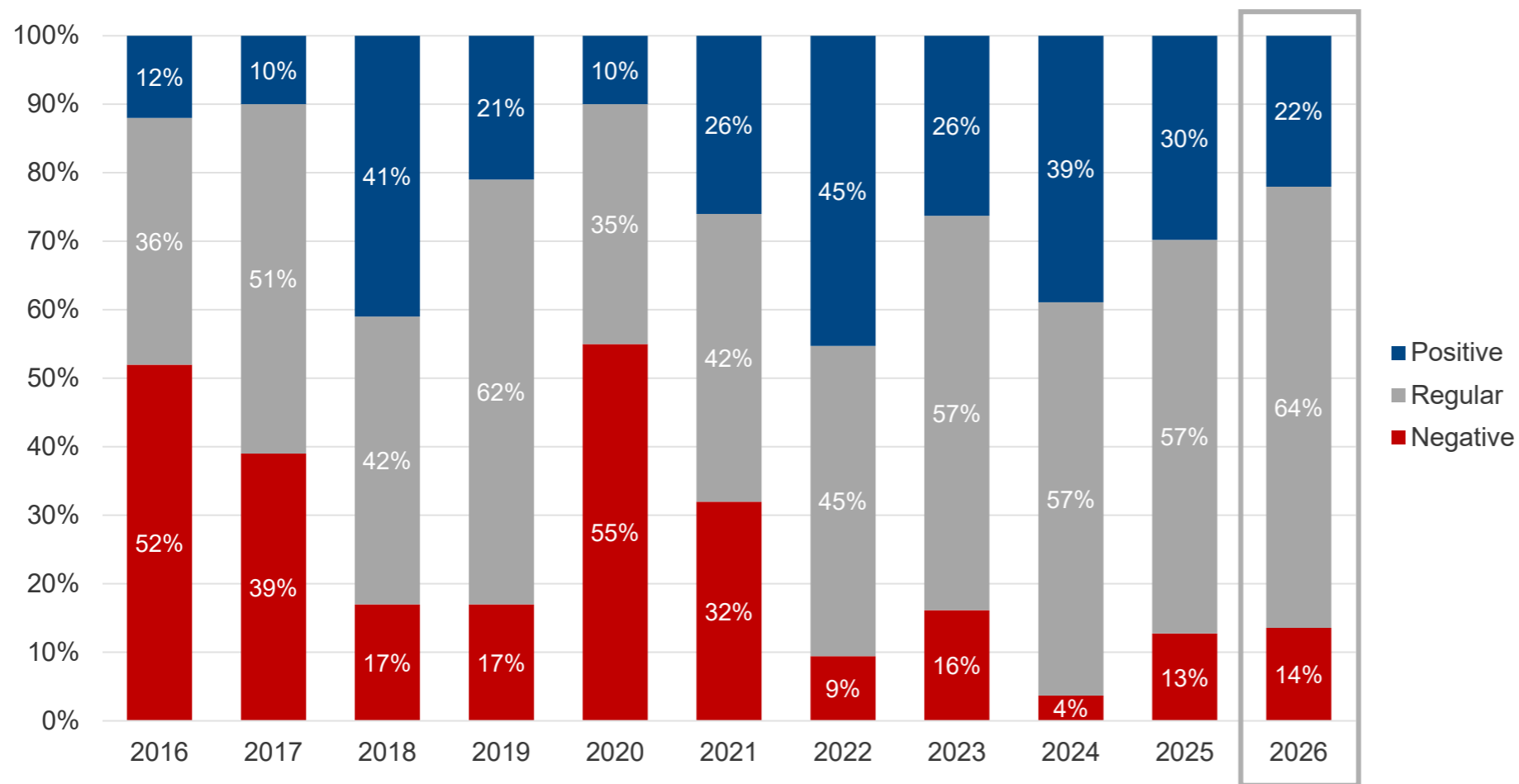
GDP GROWTH (%) AND FORECAST, BRAZIL AND SELECTED REGIONS



Source: IMF Economic Outlook April 2026.

64% of respondents attributed an intermediary score to the business climate in Brazil, indicating a scenario which is not too positive nor too negative

Question 6: How do you perceive the current business climate in Brazil? (Score 1-5)

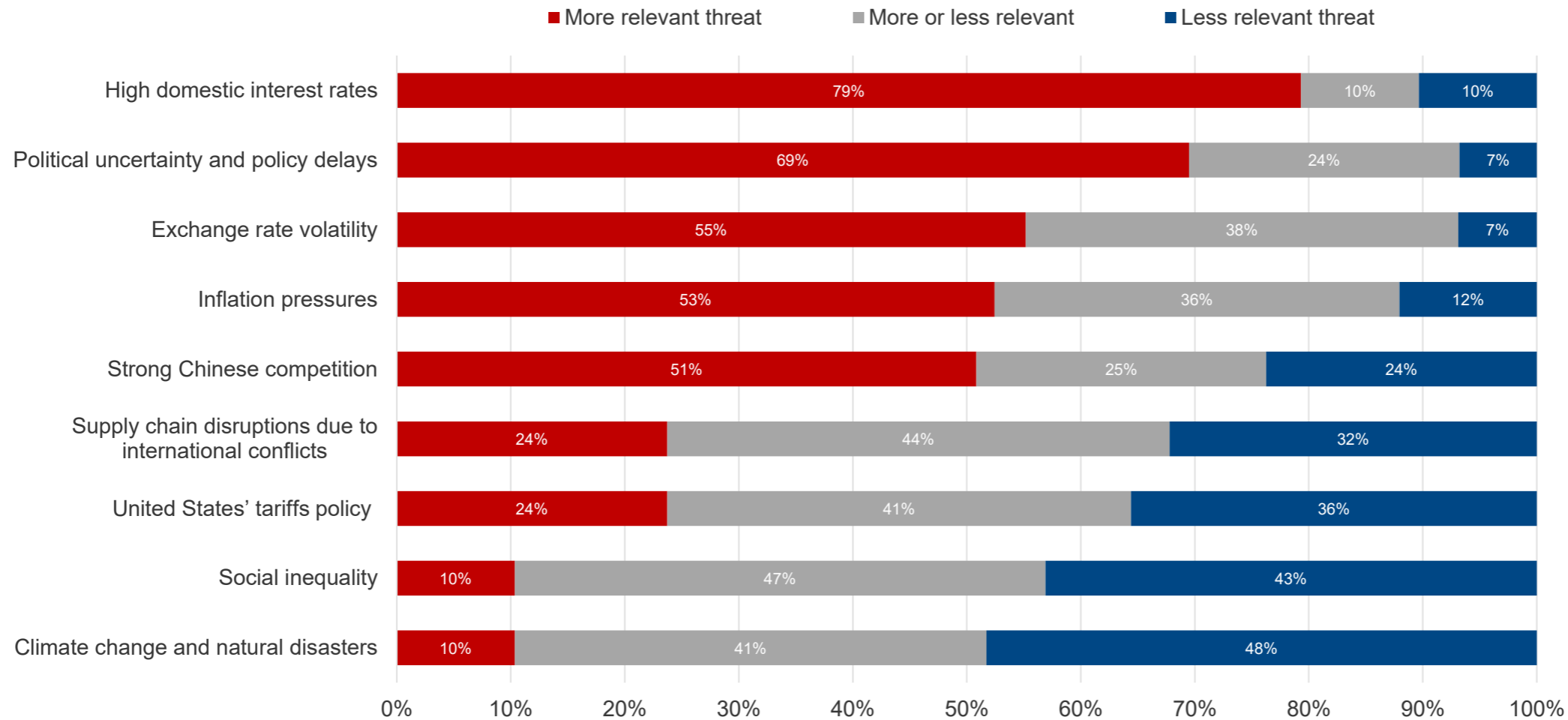


- During the last two years, the business climate score for Brazil has dropped slightly, following the deceleration of the local economy. Now, only 22% of respondents perceive the scenario as positive (score 4 or 5).
- Yet, the respondents perceiving the business climate as negative are still a minority, representing 14%. Interestingly, no company attributed the worst score possible to the environment in Brazil (score 1), while one company attributed the best score (score 5).
- *Question 7* tries to explore the reasons behind these perceptions. Macroeconomic conditions including high interest rates, inflation and exchange rate volatility are major concerns. Political uncertainty is also key to understand this scenario, mainly when considering the upcoming elections in October.

Note: Don't know/Not Applicable answers (1) were excluded in the analysis of this question.

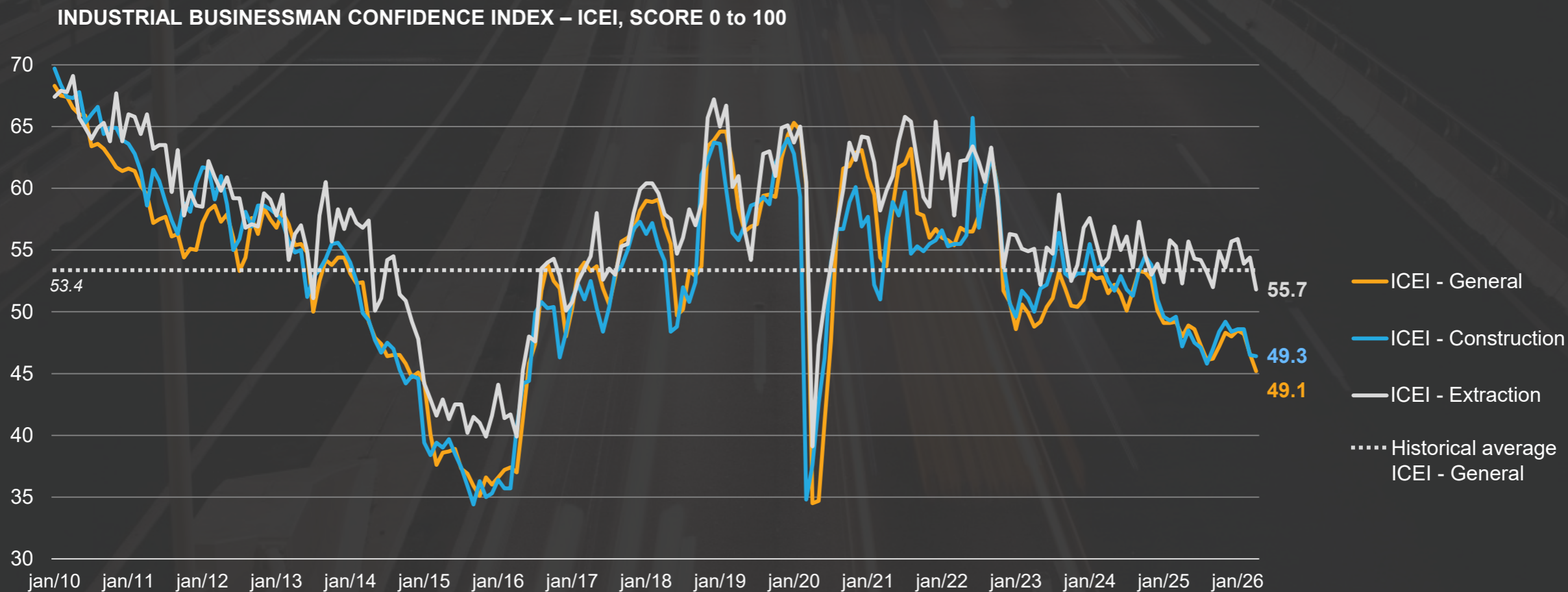
Current threats for business growth in Brazil include high SELIC rate and political uncertainty around the upcoming elections

Question 7: How do you see the following factors as threats to business growth in Brazil in the short term?



Note: responses Don't know/Not applicable were excluded from this analysis.

The Brazilian industry also perceives a worsening of the local business scenario, although extractive companies – oil, metals – feel a bit more optimistic



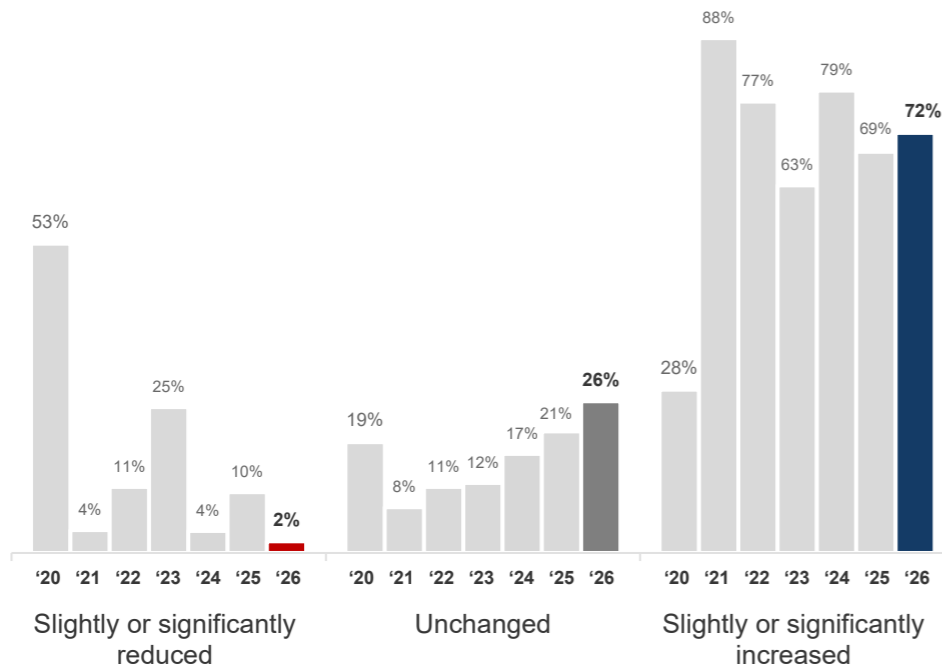


Swedish companies expect to grow in 2026 for the most part; almost half plan to increase investments in Brazil

Turnover expected for the next 12 months

Question 8:

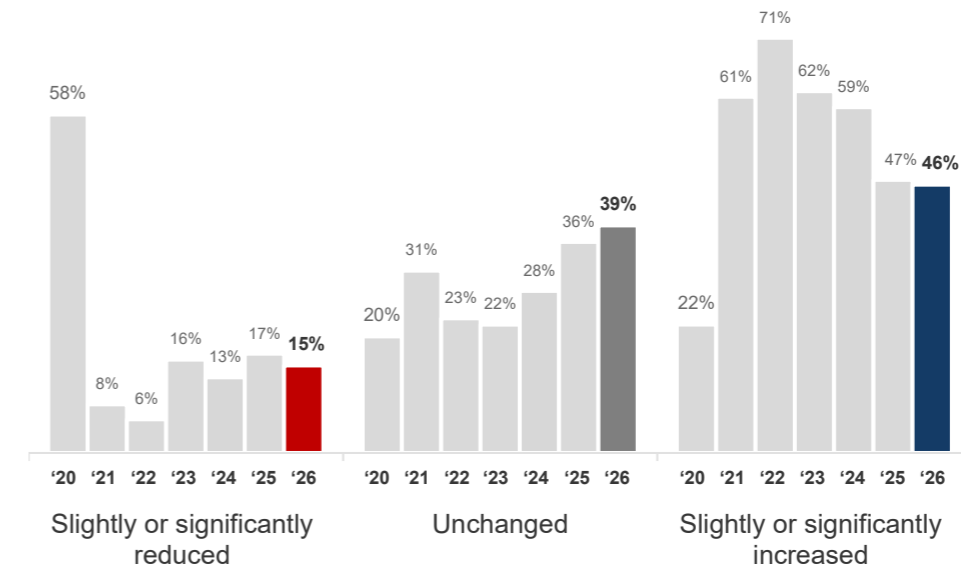
Compared to the development in the past 12 months, what are your expectations for the coming 12 months for your industry in Brazil regarding turnover?



Investments expected for the next 12 months

Question 9:

What are your company's investment plans for the coming 12 months in Brazil, compared to the past 12 months? Investments will be...



Note: Don't know/Not Applicable answers were excluded in the analysis of this question, 2 and 4 answers respectively.

Despite dropping one rank in the largest global economies list in PPP terms, Brazil has kept its position as a major destination of foreign direct investments

2025 LARGEST GLOBAL ECONOMIES, *bUSD current*

Rank	Country	GDP	Annual growth
= 1	United States	30 767	+2.1%
= 2	China	19 626	+5.0%
= 3	Germany	5 048	+0.2%
= 4	Japan	4 435	+1.2%
▲ 5	United Kingdom	4 003	+1.3%
▼ 6	India	3 916	+7.6%
= 7	France	3 369	+0.9%
▲ 8	Russia	2 588	+1.0%
▼ 9	Italy	2 550	+0.5%
▼ 10	Canada	2 320	+1.7%
▼ 11	Brazil	2 280	+2.3%
▲ 12	Spain	1 903	+2.8%
▼ 13	South Korea	1 872	+1.0%
▼ 26	...Sweden	669	+1.5%

Number of countries in the rank: 196

2025 LARGEST GLOBAL ECONOMIES, *bUSD PPP**

Rank	Country	GDP PPP
= 1	China	41 242
= 2	United States	30 767
= 3	India	17 258
= 4	Russia	7 237
= 5	Japan	7 010
= 6	Germany	6 181
▲ 7	Indonesia	5 048
▼ 8	Brazil	4 989
= 9	France	4 563
= 10	United Kingdom	4 553
▲ 11	Türkiye	3 786
▼ 12	Italy	3 745
= 13	Mexico	3 425
▼ 42	...Sweden	790

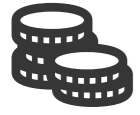
Number of countries in the rank: 196

2025 LARGEST FDI DESTINATIONS, *mUSD current*

Rank	Country	FDI inflow	CAGR 2019-2023
= 1	United States	288 422	-1%
▲ 2	China	79.980	88%
= 3	Brazil	76.877	23%
▲ 4	United Kingdom	75.253	359%
▲ 5	Germany	74.283	255%
▼ 6	Canada	66.994	0%
▼ 7	Mexico	40.871	8%
▲ 8	India	39.099	44%
▼ 9	Australia	36.479	-32%
▲ 10	Saudi Arabia	32.628	53%
▼ 11	France	31.437	16%
▲ 12	Sweden	29.737	52%
▲ 13	Israel	26.223	77%
▲ 14	Russia	25.278	1 063%

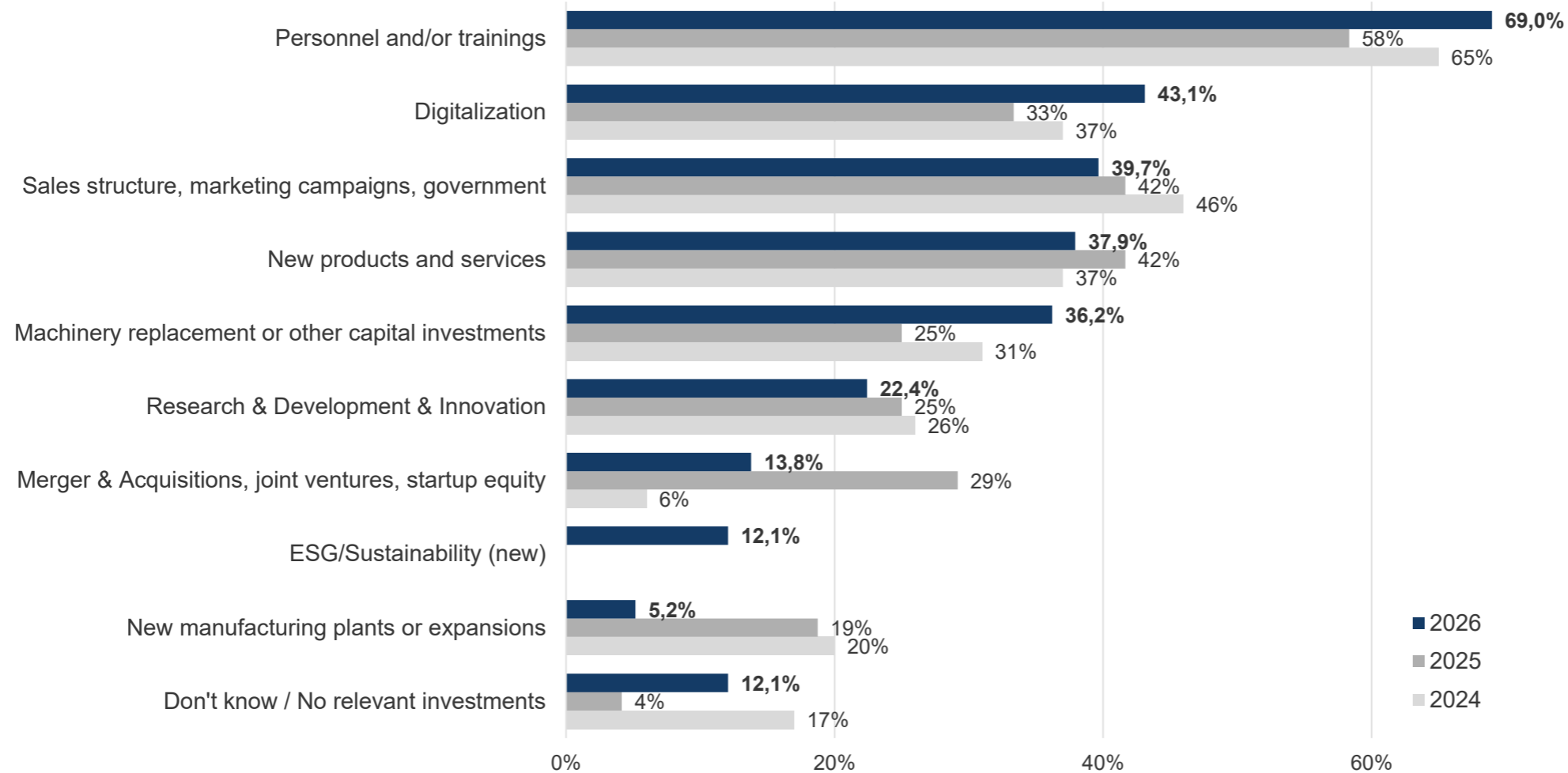
Number of countries in the rank: 46

Source: IMF (GDP), OECD (FDI) . Note: PPP – Purchasing Power Parity, discounts the effect of currency value.



Although Swedish companies will be expanding less in Brazil during 2026, they plan to invest more in personnel, digitalization and new machinery

Question 10: If your company will increase investments in Brazil in the next months, where will it be investing locally?



Managers voices: Policy and market uncertainties remain as major challenges for business

Government commitment is essential for economic growth



“Brazil is a power and needs legal security; it needs good public policies to encourage investment, so that large companies will invest in the country.”

As for Swedish companies, they need to open themselves up to opportunities among themselves in Brazil. Many of them have businesses in Europe, but in Brazil, business is practically nonexistent; they end up importing from Europe.”



“Brazil offers a large and resilient market, particularly in healthcare, with strong long-term demand driven by demographics and increasing access to medical services. However, the business environment remains complex, with high tax burden, regulatory bureaucracy, and frequent policy changes requiring close monitoring and strong local expertise.

Recent tax reforms and trade policy changes have added short-term uncertainty, but they may also create opportunities for companies that are well-structured, compliant, and strategically positioned. Overall, companies that invest in governance, local relationships, and long-term commitment to the market can successfully navigate the challenges and capture sustainable growth opportunities in Brazil.”

Companies are implementing different strategies to grow



“In Latin America, the Brazilian market remains the strongest and most promising. U.S. import tariffs have not had a significant impact on the business, while domestic political, financial, and tax policies remain key external factors for business development. The company is focused on further acquisitions in Brazil. Organic growth is currently not showing double-digit figures, which makes growth through M&A an important driver. The company is currently facing the challenge of retaining its workforce during the relocation to a new office and the transfer of production. The new facilities will have environmental certification and will provide an inclusive and accessible working environment for employees. This strong social focus is very important in Brazil and will help attract skilled professionals to the company.”



“Operation in general is expected to be more in line and similar with the 2025 macro-environment. For consumer goods, the Brazilian (and Latam) market is very price sensitive to inflation, interest rates and Chinese competitors, so those are always factors to keep an eye on. The high-level strategy is to keep investing in good customer experience and brand differentiation, with agile operations and excellent service.”

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Key Takeaways: Challenges and How Swedish Companies Succeed in Brazil



Good access to service providers and key personnel are advantages in Brazil; corporate taxation is a major challenge



63% of companies expect to increase sourcing from Europe as a result of the EU-Mercosur FTA; 49% expect to increase exports from Brazil to Europe



The main strategies to maintain competitiveness in Brazil include being cost efficient and developing solutions in partnership with local customers

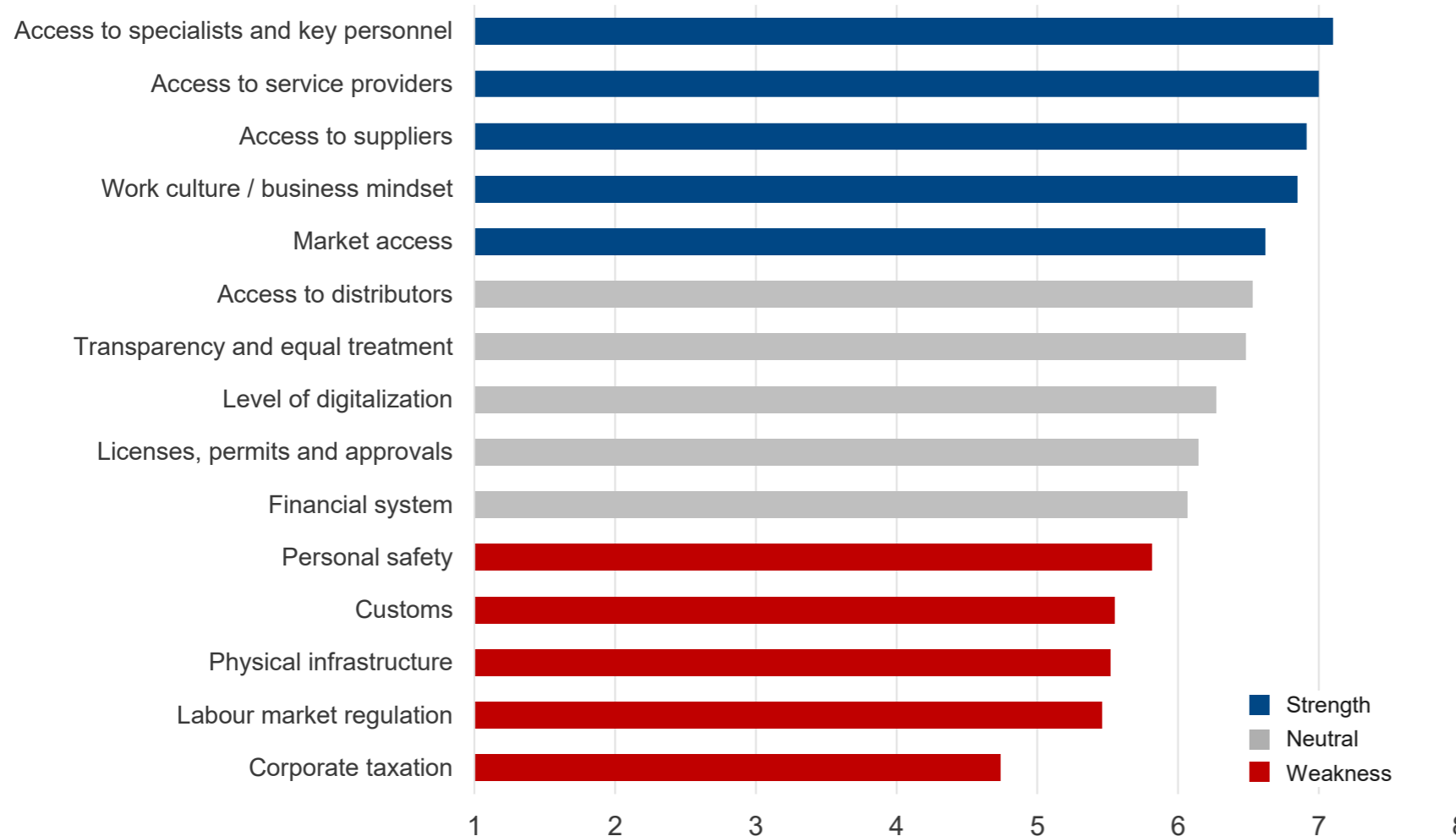


91% declared that they benefit from being marketed as a Swedish company in Brazil, at least partially



Results indicate that Brazil has a vibrant business environment, but market conditions need to improve

Question 11: Please rate from 1-9 how the below conditions meet the needs of your company's business in Brazil.



- Despite the good access to market and business culture, Swedish companies believe that much can be done by the government to stimulate economic activity, including legislation reforms and investments in key areas such as infrastructure and civil security.
- “**Access**” categories represent the best conditions of the business scenario in Brazil, obtaining similar scores. These include access to key personnel, distributors, suppliers, service providers and the market in general.
- “**Market**” conditions, which include financial system, transparency and digitalization, once again got intermediary scores between 6,0 and 7,0.
- “**Operations**” conditions in general present the worst scoring since the beginning of the Business Climate Survey. These include traditional challenges in Brazil including taxation and customs, regulation and bureaucracy, available infrastructure and personal safety. As always, corporate taxation received the lowest score, the only one below 5,0.
- In general, the scores for the presented categories deteriorated from 2023 to 2025, which goes hand in hand with lower business climate scores and a poorer economic growth performance in the period. *Access to distributors* faced the strongest score decrease (-0.6) compared to 2024, while access to key personnel saw the strongest improvement (+0.4).

Note: responses Don't know/Not applicable were excluded from this analysis.

” ” Topics such as market sensitivity to prices and the need of reforms by the Brazilian government are in the managers’ top of mind

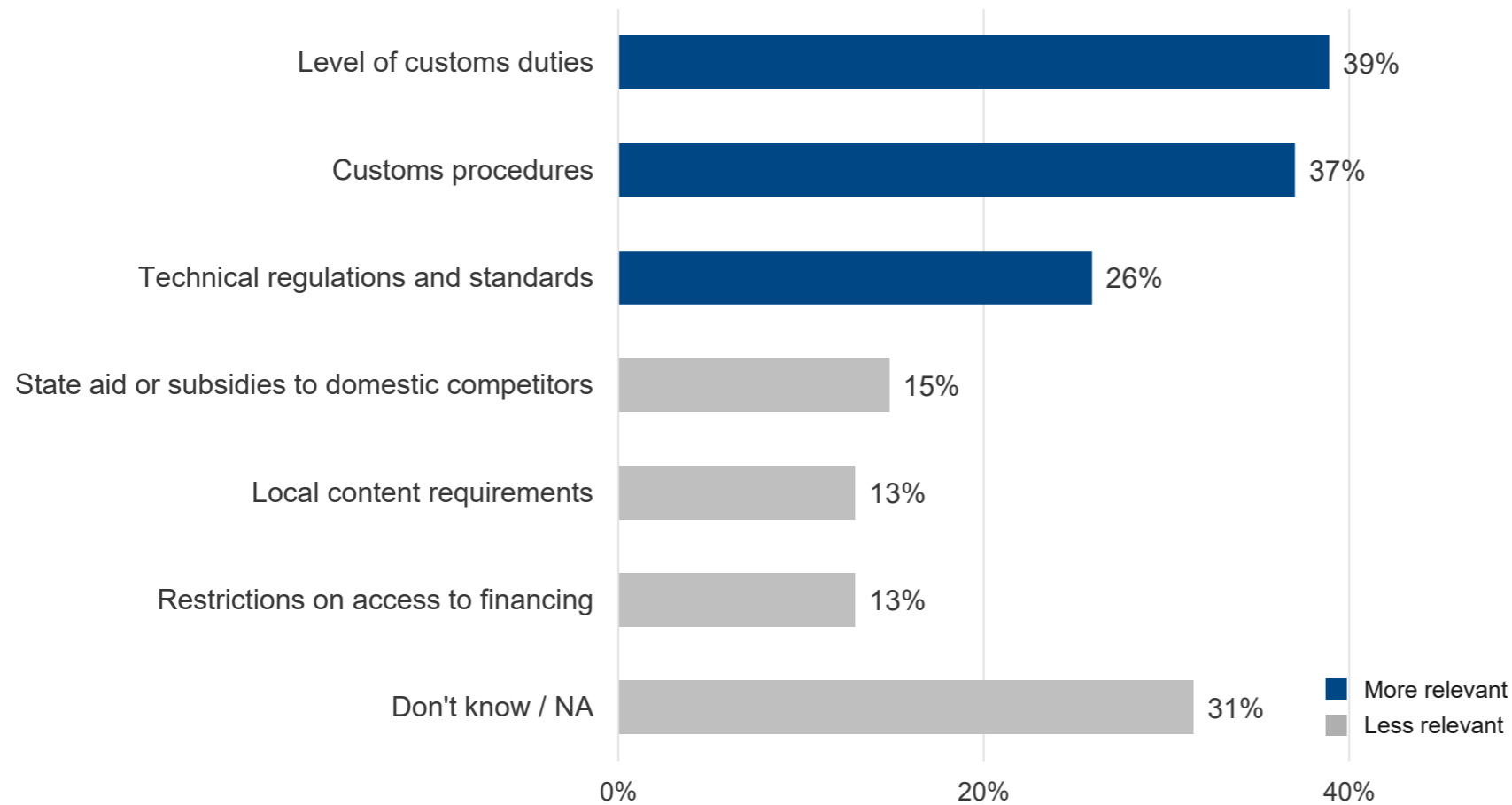
Question 12: Please elaborate on the sustainability related challenges in Brazil, and the possibility to mitigate those risks.





39% of respondents encountered customs barriers against 54% in 2024

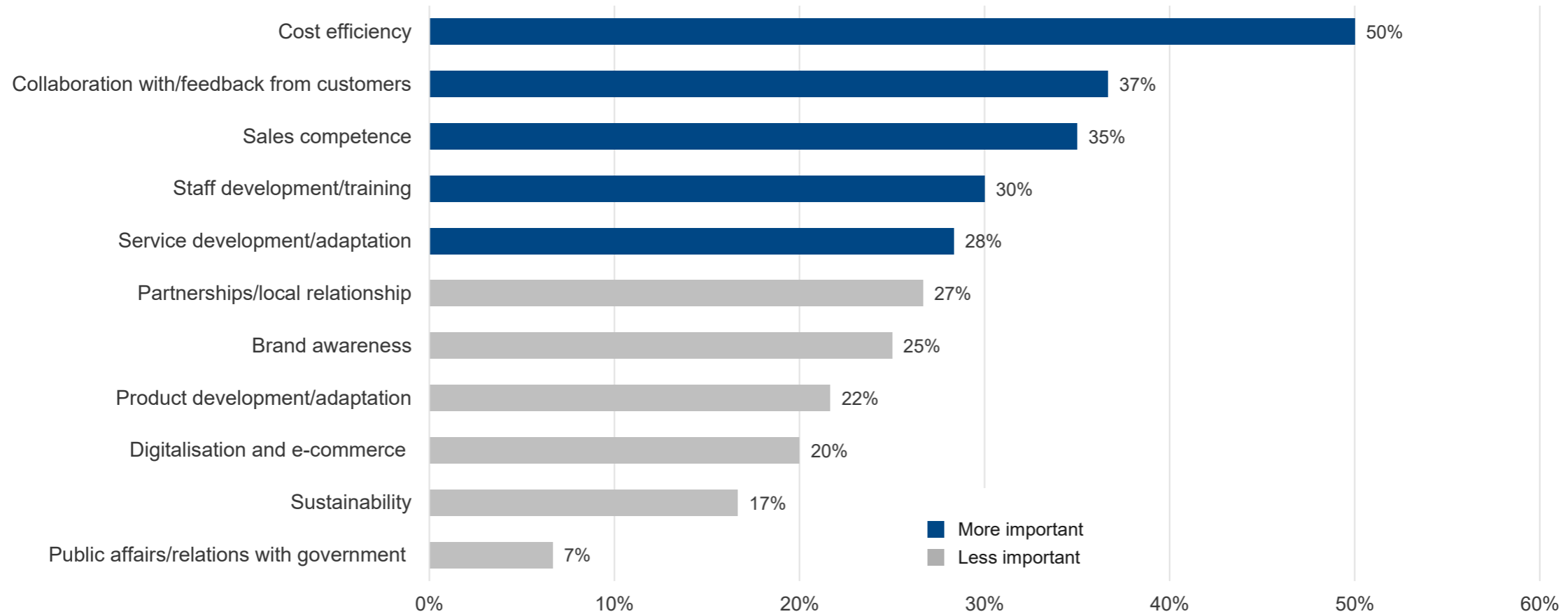
Question 13: Has your company in the past year encountered trade barriers in Brazil with a noticeably negative impact on operations, in any of the following areas?



- Formal trade barriers – customs duties and customs procedures – still represent the largest obstacles for Swedish exports in Brazil. Still, the share of companies facing those challenges dropped in recent years. The free trade agreement between Mercosur and the European Union is expected to reduce customs barriers even further during the next 15 years.
- Despite subsidies and local content requirements established by Brazilian authorities in many segments (many times also impacting BNDES and other public financing), only a few companies identified those as serious barriers to business.
- Companies reporting that they don't know or have not encountered trade barriers in Brazil in the past year represent 31%.

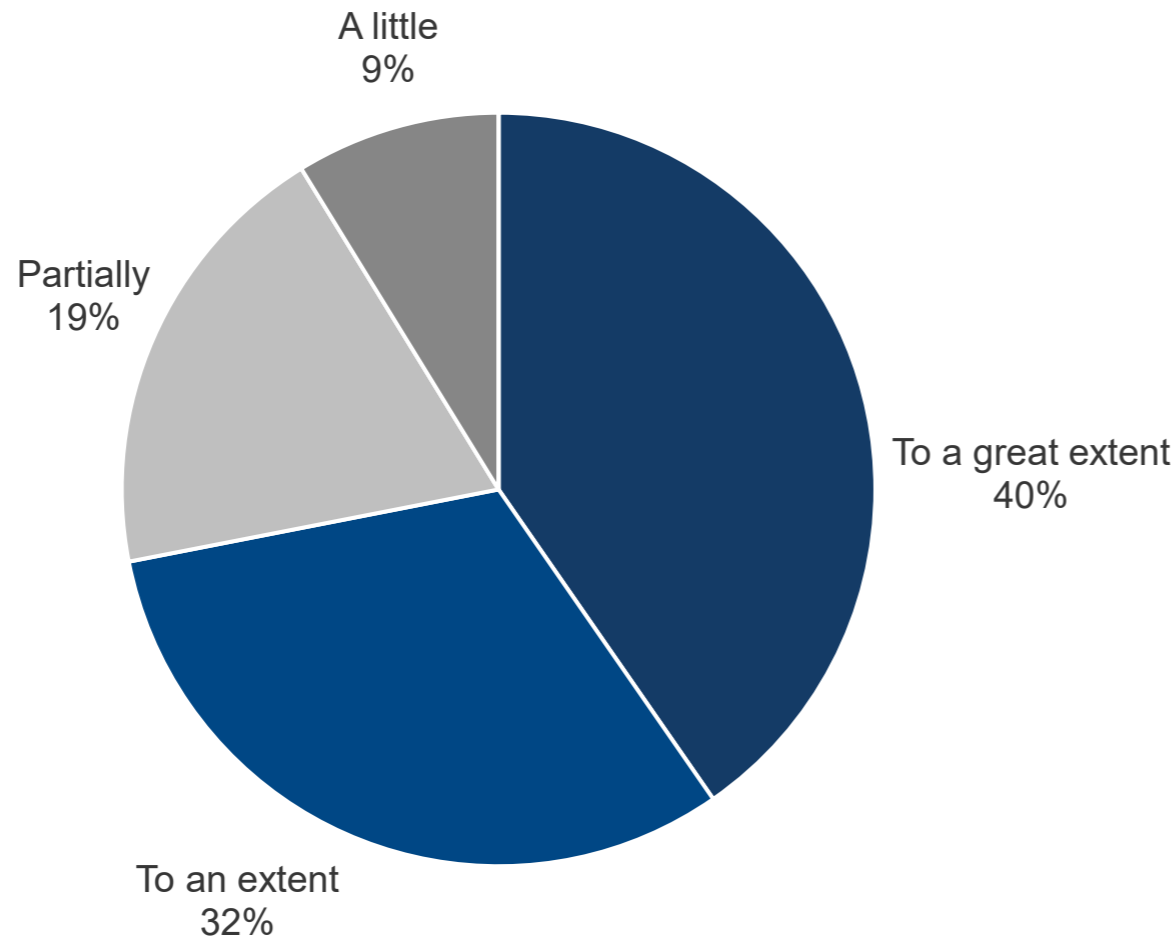
In a price sensitive market, cost efficiency remains as the key strategy for maintaining competitiveness in Brazil

Question 14: To date, which of the following areas have been important in maintaining competitiveness in Brazil?



72% of the subsidiaries in Brazil claim that they benefit from a Swedish branding to an extent or great extent

Question 15: To what extent would you estimate that the "Swedish brand" contributes to your business in Brazil?

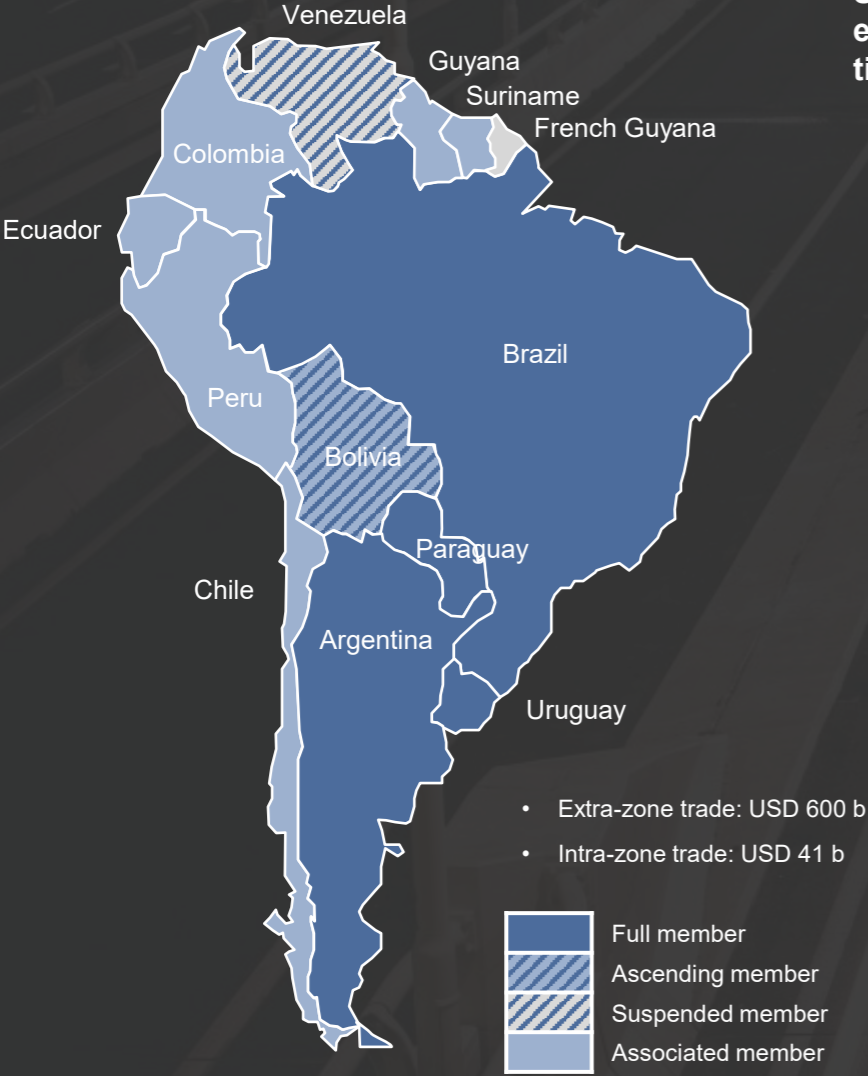


- For almost three quarters of respondents, being identified as a Swedish brand contributes to business in Brazil at least to an extent. This result represents a slight increase over the 69% figure observed in BCS 2025.
- 19% of respondents answered that the Swedish brand supports with marketing in Brazil only partially.
- No company attributed the minimum score to this question – “being branded as Swedish does not contribute at all to business in Brazil”. Yet, for five companies (9%) the Swedish brand contributes to business only a little.
- According to this year’s responses, the Swedish brand is more important for medium and smaller businesses than to large companies.

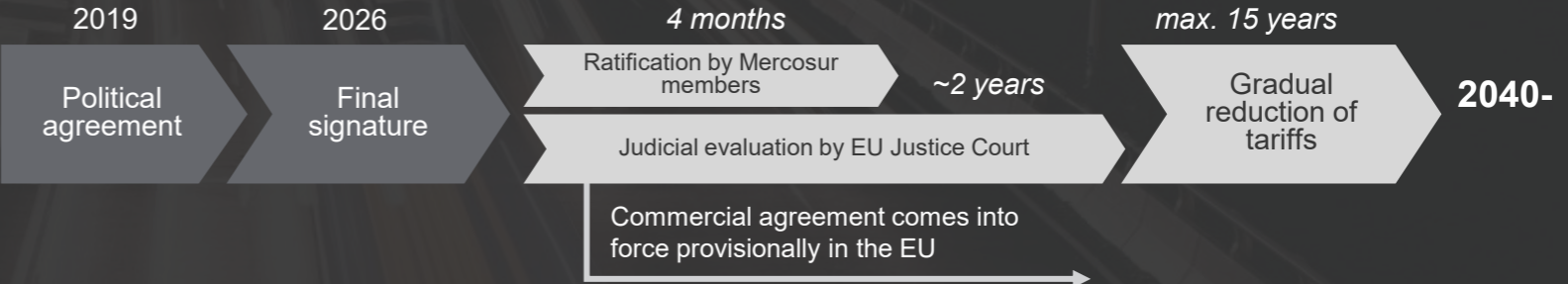
Note: responses Don't know/Not applicable (3) were excluded from this analysis.

After more than 25 years of negotiations, the European Union and Mercosur free trade agreement will become provisionally effective starting May 1st

Mercosur members and associates



Status and expected timeframe:



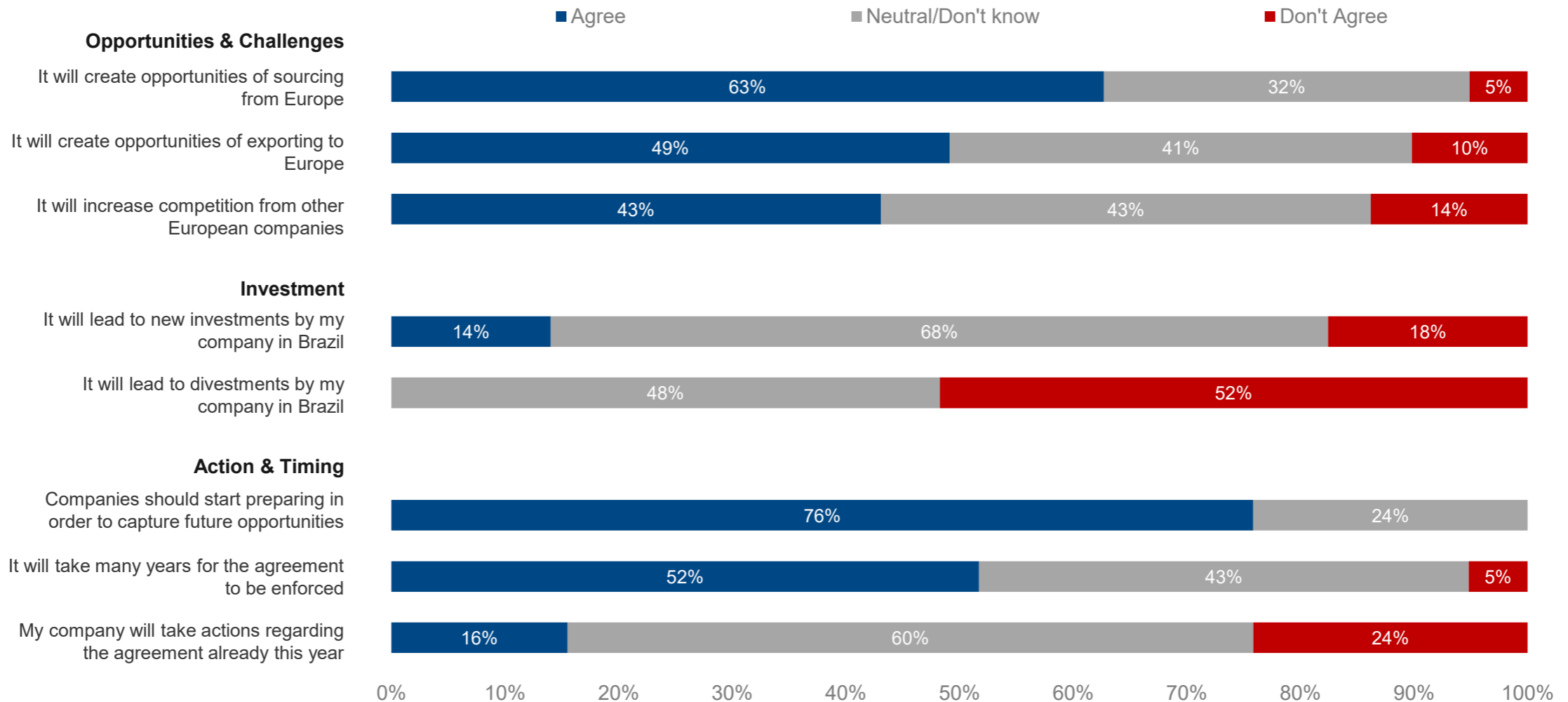
- On January 18th 2026, the European Union and Mercosur signed a free trade agreement which is expected to become the largest in global history. European manufacturers will gain increased access to Mercosur’s markets, including highly protected segments such as machinery, electric vehicles, chemicals and pharmaceuticals. Furthermore, the EU-Mercosur deal includes other areas of collaboration, aiming to facilitate the bilateral trade of services, participation in governmental tendering and regulatory cooperation.
 - The two regions are home to more than **700 million people**, with a combined GDP of more than **USD 24 trillion**.
 - Bilateral trade reached almost **USD 90 billion** in 2024 – 52% exported by the EU and 48% exported by Mercosur.
 - Mercosur will eliminate tariffs on **91%** of EU exports, while the EU will remove tariffs on **92%** of Mercosur exports.
- Below a few examples of tariff reduction timeline for key Swedish exports:
 - **Pharmaceuticals** – tariff elimination is immediate, or in 4 / 8 / 10 years, depending on tariff line.
 - **Machines and equipment** – tariff elimination is immediate, or in 10 / 15 years. Some items are excluded from tariff reduction.
 - **Vehicles and components** – tariff elimination is immediate, or in 10 / 15 years. Some items are excluded from tariff reduction.
- Swedish companies can benefit from this agreement in many ways, including:
 - Swedish exporters selling to Mercosur countries.
 - Swedish companies based in Europe sourcing from Mercosur.
 - Swedish companies manufacturing in Mercosur countries and sourcing from Europe.
 - Swedish service providers, including digital companies.

Source: Comexstat/Ministry of Economy.

With the EU-Mercosur free trade agreement, Swedish companies in Brazil see more opportunities of sourcing from Europe than exporting to Europe

Question 16: How do you agree (or not) with the sentences below about the recently confirmed EU–Mercosur Free Trade Agreement?

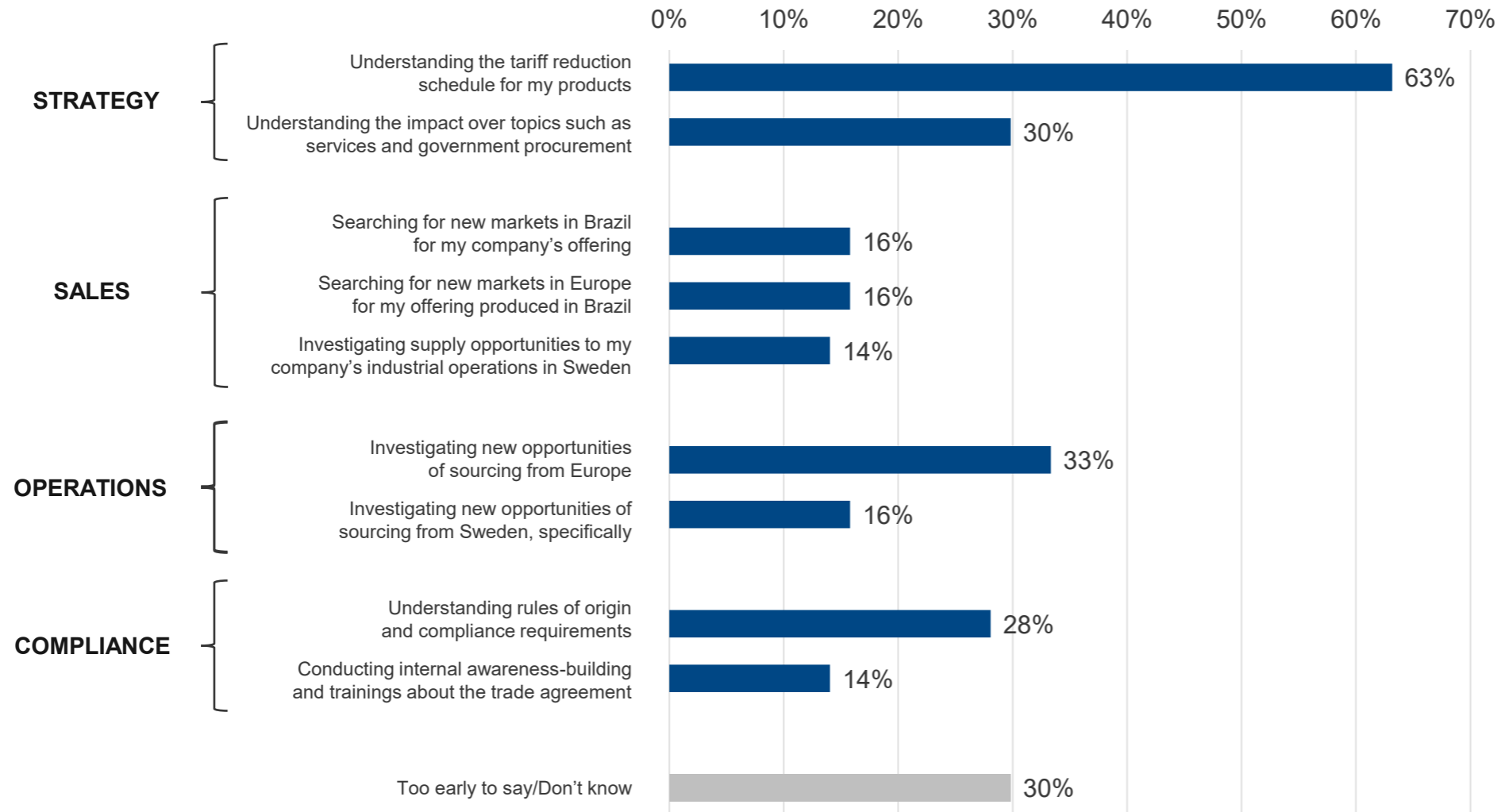
Note: the BCS 2026 was performed before the announcement on the provisional application of the EU-Mercosur agreement's trade chapter starting May 1st.



More than half of companies want to understand the tariff reduction timeline for their products according to the EU-Mercosur schedule

Question 17: If your company will act in reaction to the EU–Mercosur Free Trade Agreement this year, what will you be doing next?

Note: the BCS 2026 was performed before the announcement on the provisional application of the EU-Mercosur agreement's trade chapter starting May 1st.



- Most companies want to understand how the free trade agreement will impact the tariffs over their products during the upcoming years. 30% are also interested in other topics such as services and government procurement.
- Among the rising opportunities, sourcing from Europe is the most relevant for the Swedish subsidiaries (this is also indicated in *Question 16*). That hints to their strategy of local manufacturing especially for Brazil and the rest of South America.
- 28% of respondents will also prepare to comply with the accorded rules of origin and other requirements established by the EU-Mercosur agreement.

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- **Acting Sustainably**

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Key Takeaways: Acting sustainably



33% of companies say that Brazilian customers in fact consider environmental aspects when making their purchase



Only one company has reported human rights violations during the last year



25% of respondents have increased sales by offering sustainable products and 15% diversified their customer base



5 out of 60 respondents identified corruption risks during 2025, mainly coming from public counterparts

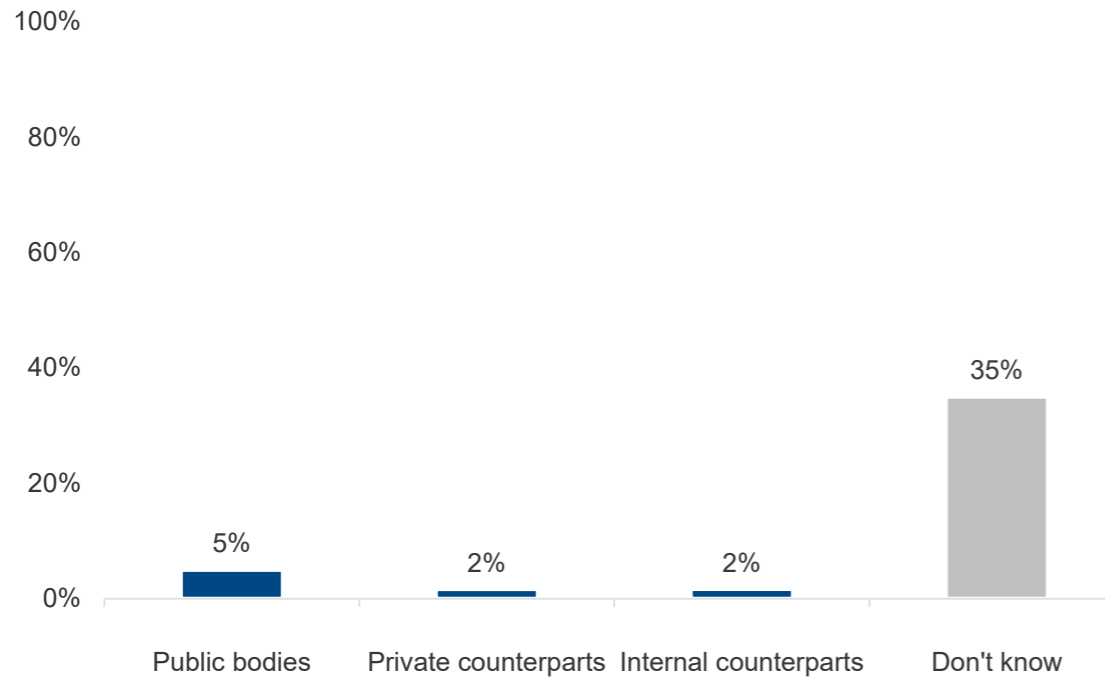


In total, only 5 companies identified corruption activity during 2025; one reported human rights violations

Corruption impact

Question 18:

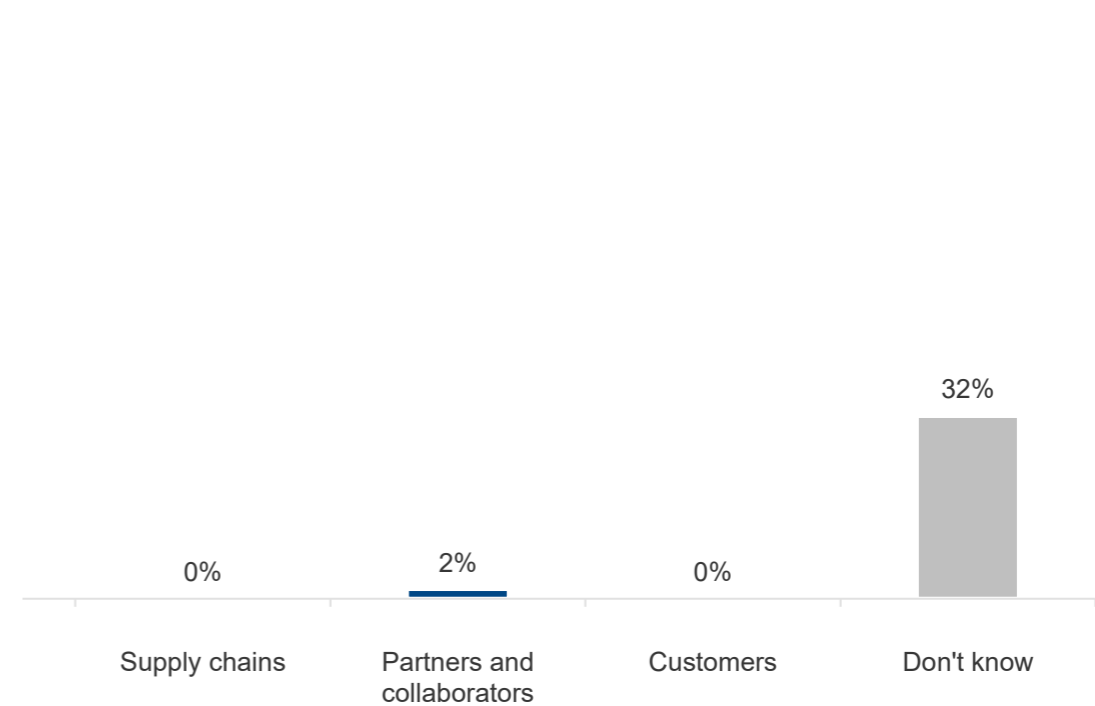
In the past year, has your company in Brazil been exposed to corruption with...



Human rights violations

Question 19:

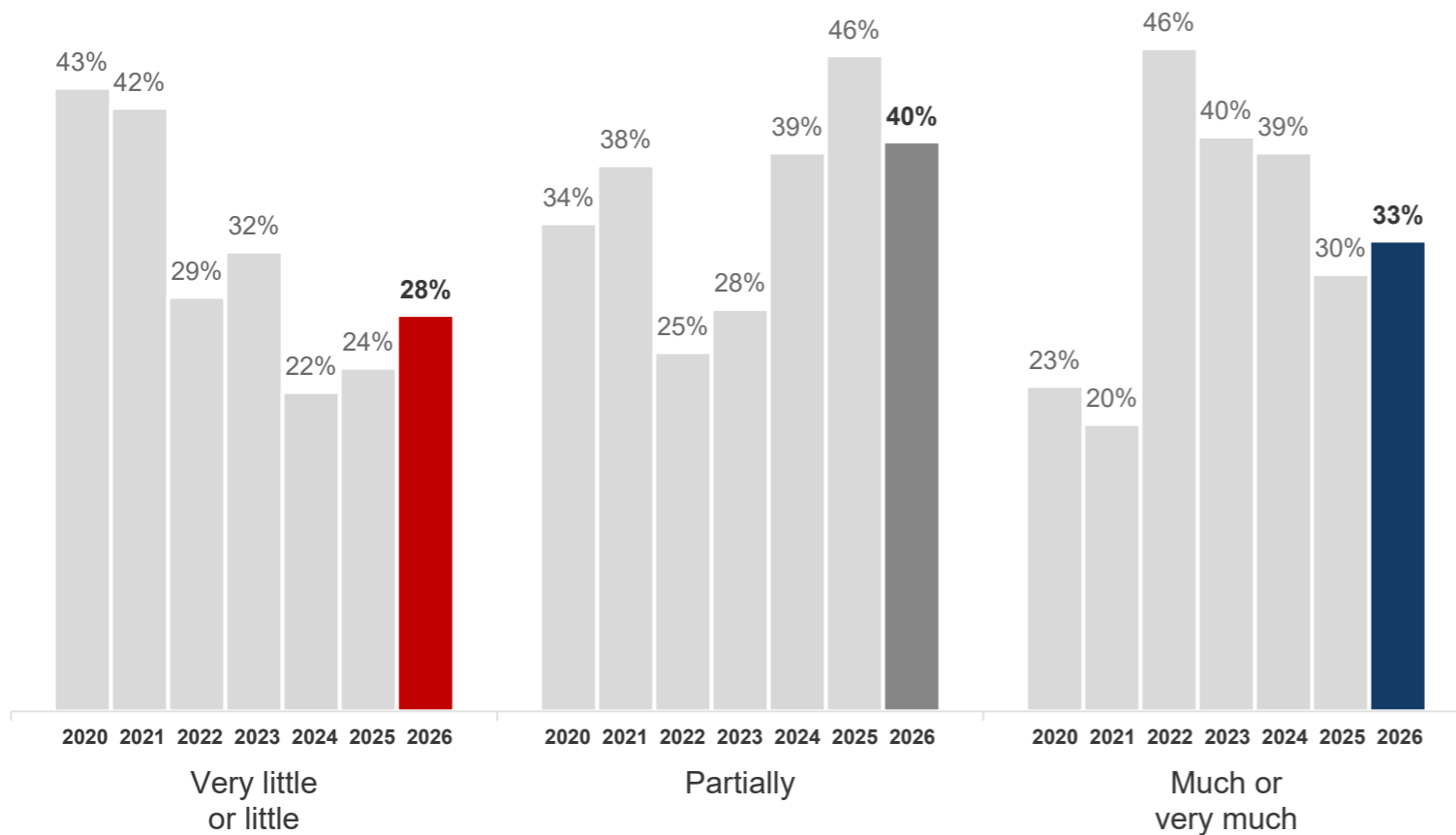
In the past year, has your company in Brazil encountered any form of human rights violations and/or labor rights abuse in/ with your...





After COP30 in Belém, only 33% of companies say Brazilian clients consider sustainability aspects much or very much

Question 20: In your view, to what extent do customers in your industry in Brazil consider environmental aspects of a product or service in their purchasing decision?

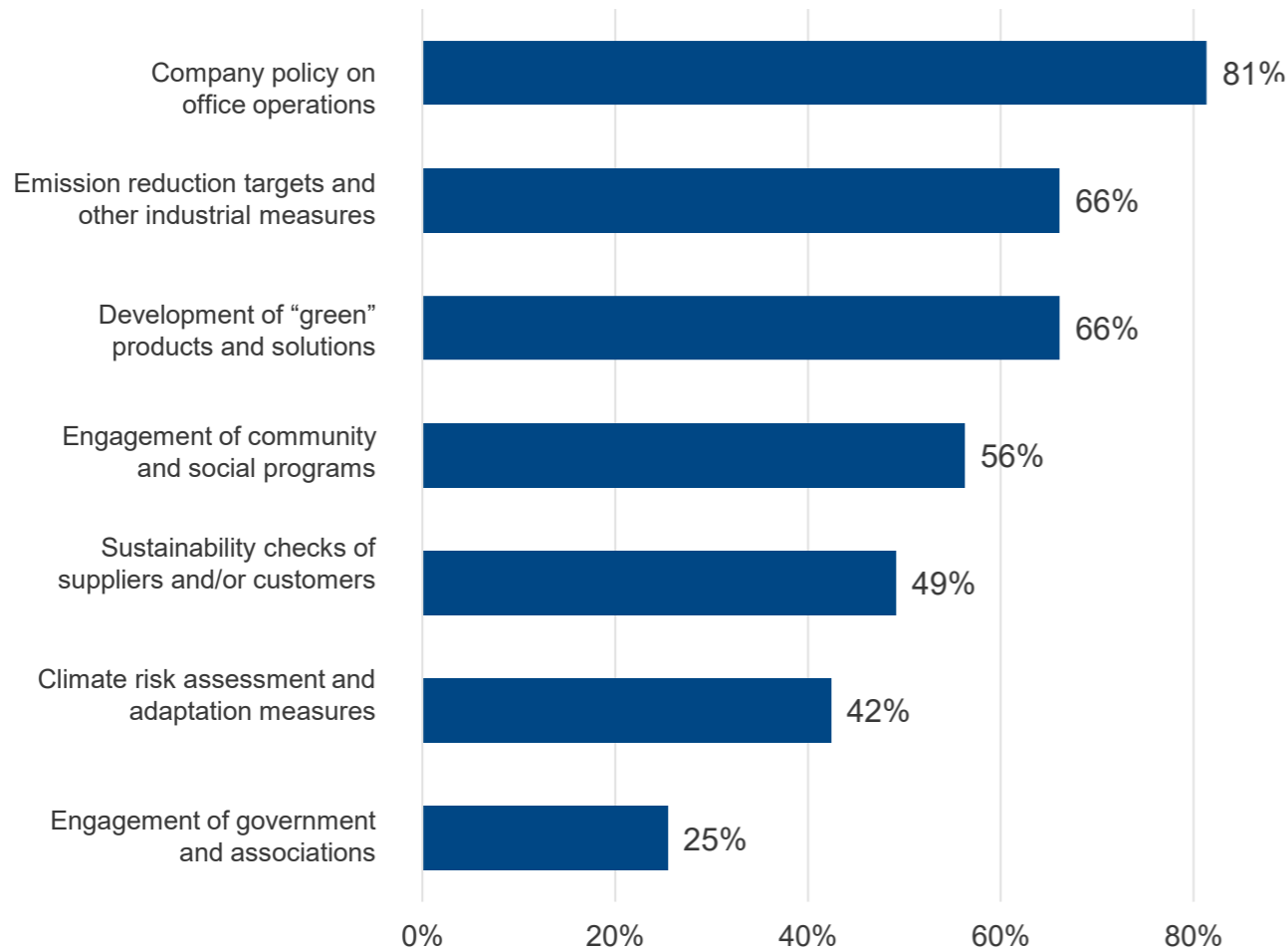


- The rate of companies answering that Brazilian customers consider environmental aspects highly during the purchase seems to be stabilizing around 30%-33% after a post-pandemic peak.
- According to the comments provided by leaders of Swedish companies in Brazil, this perception is very much linked to factors such as price sensitivity in the Brazilian market and lack of regulation or incentives by local governments, see *Page 38*.
- According to *Question 21*, it is clear that companies are increasingly engaging with sustainability activities. The majority has emission targets, a “green offering” and specific company policies. Still, these strategies only created more business for some – the strongest impact is still over the perception of the company’s brand (*Question 22*).

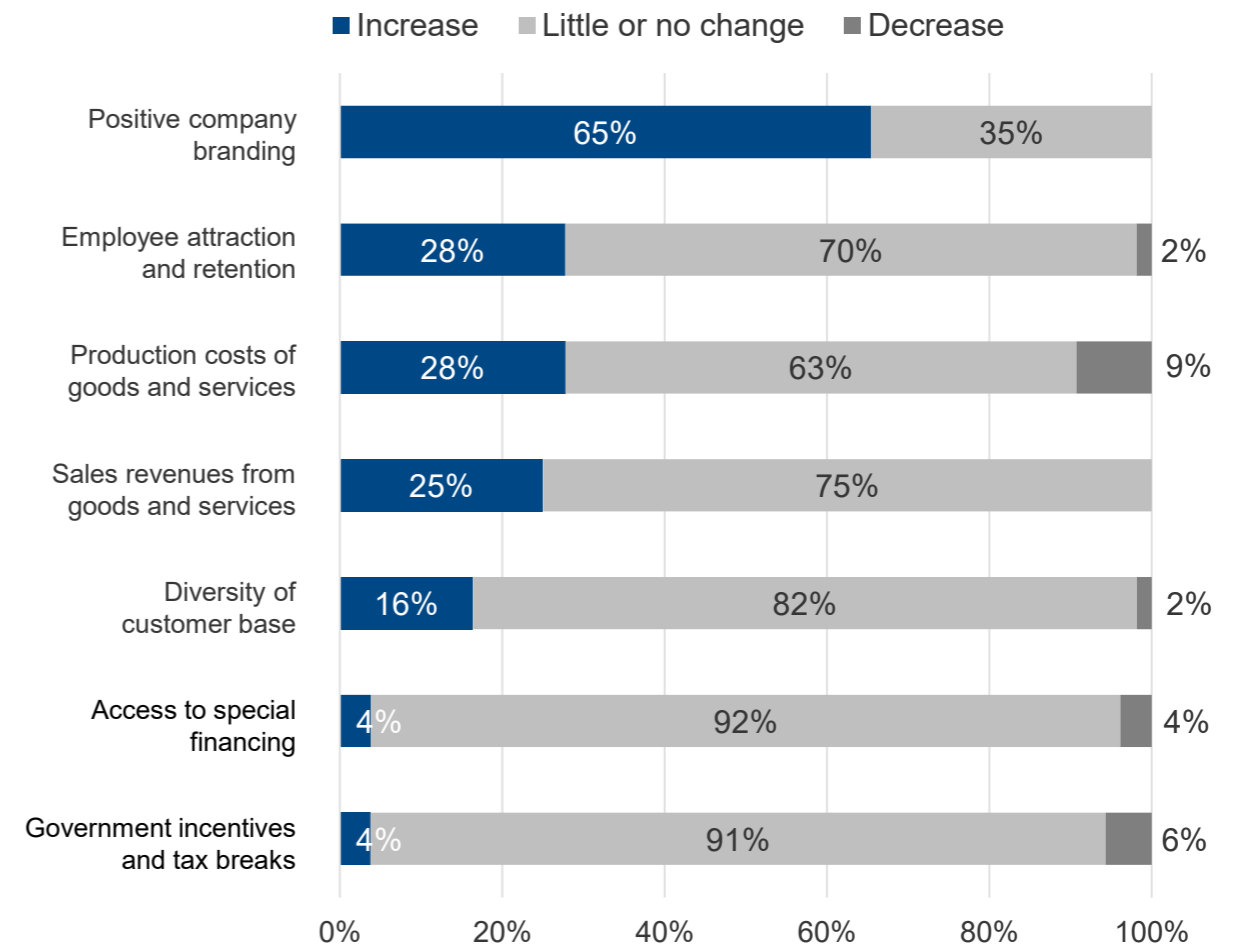


Despite the attention to sustainability through different actions, Swedish companies have not yet perceived concrete business results in Brazil

Question 21: How does your company promote environmental sustainability in Brazil?



Question 22: To what extent have recent climate-friendly investments initiated by your company in Brazil caused increases or decreases in the following?



Note: responses Don't know/Not applicable were excluded from this analysis.

Brazil improved its score on the Corruption Perceptions Index but maintained the same position in the ranking

2025 CORRUPTION PERCEPTIONS INDEX, selected economies

Rank	Country	Score (0 to 100)
= 1	Denmark	89
▲ 6	Sweden	81
▲ 10	Germany	77
= 20	United Kingdom	70
▼ 29	United States	64
▲ 31	Chile	63
▼ 76	China	43
▲ 91	India	39
▼ 99	Colombia	37
= 107	Brazil	35
▼ 109	Indonesia	34
▼ 124	Türkiye	31
▼ 141	Mexico	27
▼ 154	Russia	22

Number of countries in the rank: 182

2024 POLITICAL STABILITY – GOVERNANCE SCORE, selected economies

Rank	Country	Score (0-100)
▲ 1	Liechtenstein	92.9
▼ 72	Sweden	76.2
▼ 99	United Kingdom	70.3
▼ 107	Germany	68.1
▼ 109	Chile	68.0
▼ 124	United States	64.3
▲ 128	China	63.3
▼ 152	Brazil	57.0
▼ 163	Indonesia	55.5
▼ 172	Mexico	53.7
▼ 177	India	52.5
▲ 180	Russia	50.5
▲ 182	Türkiye	49.3
▼ 183	Colombia	49.4

Number of countries in the rank: 216

2024 ENVIRONMENTAL PERFORMANCE INDEX, selected economies

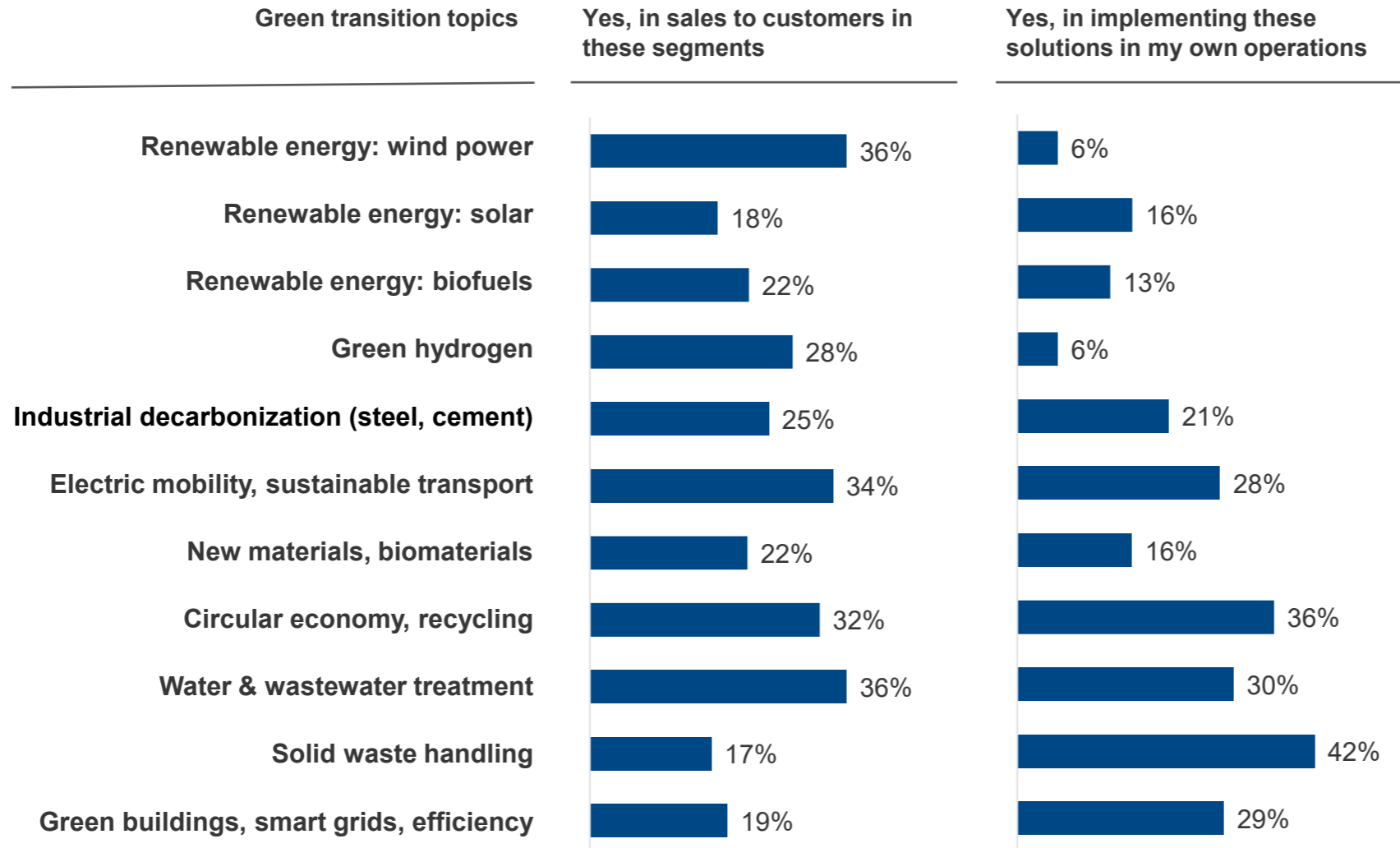
Rank	Country	Score (0 to 100)
▲ 1	Estonia	75.7
▲ 3	Germany	74.5
▼ 5	United Kingdom	72.6
▼ 6	Sweden	70.3
▲ 35	United States	57.2
▲ 47	Brazil	53.0
▲ 63	Colombia	49.7
▲ 64	Chile	49.6
▲ 83	Russia	46.7
▼ 97	Mexico	44.2
▼ 143	Türkiye	37.2
▼ 156	China	35.4
▲ 163	Indonesia	33.6
▲ 176	India	27.6

Number of countries in the rank: 180

Source: Transparency International, World Bank, Yale University.

Swedish companies are identifying opportunities in selling green solutions in Brazil as well as implementing them in local operations

Question 23: Will your company find opportunities in the short term related to the “green transition” in Brazil in the following segments?



- Swedish companies confirm that they can become key suppliers in different segments connected to sustainability, contributing to the “green transition” in Brazil. That includes mainly water & sewage management, sustainable transport, circular economy and wind power, all of which can count with a developed offering by at least a third of respondents.
- Within clean energy generation, Swedish companies see more opportunities related to wind power projects – with huge potential in Brazil’s northeast region – and newly announced green hydrogen megaprojects.
- 29% to 42% see opportunities in becoming more sustainable by implementing solutions related to circular economy, water & wastewater, solid waste and energy efficiency.

Managers voices: Extra push from authorities is needed to sustain a green transition

Demand for sustainability is not yet consolidated



“Most users are focused on primary cost-benefit features for consumer goods (efficiency, durability, maintenance, ease of use). Sustainability is a secondary or tertiary factor that sometimes has a halo effect on the primary (like batteries being easier to operate and maintain), but its specific contribution to the decision overall is marginal.”



“In Brazil, sustainability is still pulled by large companies rather than market demand. However, 2026 marks a shift as CVM Resolution 193 and IFRS S1/S2 turn voluntary actions into mandatory, audited reporting.”



“Lack of regulatory directives towards CO2 reduction benefits businesses that are not committed to carbon neutrality, detrimental to the environmental conscious ones.”



“Environmental/Sustainability requests are only followed by all if forced through law.”



“Unfortunately, in Brazil, sustainability is still not a deciding factor at the time of sale; price is still the decisive factor.”

Other challenges are identified



“Brazil faces sustainability-related challenges such as regulatory complexity, climate-related risks affecting logistics, infrastructure gaps, and social inequalities. In the healthcare sector, proper waste management and equipment lifecycle responsibility are particularly relevant.”



“High demand to increase sustainability issues but with cost obstacles and in parallel competitors from China and India being introduced in the market.”



“The recently signed EU-Mercosur agreement will bring challenges for the Brazilian companies to adapt to European sustainability standards.”



“In our branch, the fake news and misinformation about Brazil are the challenges faced by us. In order to mitigate it, we perform counter marketing to show the actual situation.”



“Full Traceability will be the key in Brazil to change its reputation.”

TEAM
SWEDEN
BRAZIL