

BRAZIL

Total national household market \$527,873.5 million

Population 176.0 million

Households 31.8 million

BOP segment	Population			Annual expenditure		
	Total (millions)	Share (% of national)	Urban (% of segment)	Total (\$ millions)	Share (% of national)	Urban (% of segment)
BOP3000	12.3	7.0	87.8	36,764.9	7.0	87.6
BOP2500	15.2	8.6	86.2	37,016.1	7.0	86.3
BOP2000	20.8	11.8	85.1	39,323.9	7.4	85.1
BOP1500	26.7	15.2	79.8	36,068.5	6.8	79.8
BOP1000	32.7	18.6	73.1	26,733.6	5.1	73.7
BOP500	16.8	9.5	62.5	6,037.8	1.1	64.3
BOP total	124.5	70.7	78.2	181,944.9	34.5	82.4

BOP expenditure by sector

\$ (Boldface numbers are millions)	Total BOP	BOP						Urban / rural (% of BOP)
		BOP 500	BOP 1000	BOP 1500	BOP 2000	BOP 2500	BOP 3000	
Food	55,278.1	2,212.3	9,867.6	11,898.7	11,515.2	10,511.3	9,272.9	77/23
Per capita	444	132	302	446	554	692	754	
Per household	1736	638	1304	1707	2030	2396	2462	
Housing	9,535.7	367.3	1,392.6	1,887.9	1,965.8	1,774.1	2,148.1	86/14
Per capita	77	22	43	71	95	117	175	
Per household	300	106	184	271	346	404	570	
Water	1,630.2	88.1	291.4	352.7	350.5	293.5	254.1	96/4
Per capita	13	5	9	13	17	19	21	
Per household	51	25	38	51	62	67	67	
Energy	12,153.8	916.8	2,648.6	2,711.4	2,374.9	1,871.8	1,630.3	83/17
Per capita	98	55	81	102	114	123	133	
Per household	382	264	350	389	419	427	433	
Household goods	25,959.3	740.5	3,574.3	5,181.6	5,701.2	5,482.3	5,279.4	82/18
Per capita	209	44	109	194	274	361	429	
Per household	815	214	472	743	1005	1250	1401	
Health	11,981.2	333.4	1,651.3	2,434.1	2,619.9	2,422.7	2,519.8	83/17
Per capita	96	20	50	91	126	159	205	
Per household	376	96	218	349	462	552	669	
Transportation	19,520.4	320.3	2,039.2	3,571.8	4,578.5	4,334.7	4,676.0	82/18
Per capita	157	19	62	134	220	285	380	
Per household	613	92	269	512	807	988	1241	
ICT	5,521.7	99.1	583.7	1,010.9	1,282.4	1,272.4	1,273.3	93/7
Per capita	44	6	18	38	62	84	104	
Per household	173	29	77	145	226	290	338	
Education	2,359.2	6.5	101.9	256.3	467.7	659.4	867.5	96/4
Per capita	19	0	3	10	22	43	71	
Per household	74	2	13	37	82	150	230	
Other	38,005.3	953.6	4,583.2	6,763.2	8,467.8	8,394.0	8,843.5	86/14
Per capita	305	57	140	253	407	552	719	
Per household	1194	275	606	970	1492	1913	2348	
Total	181,944.9	6,037.8	26,733.6	36,068.5	39,323.9	37,016.1	36,764.9	82/18

Note: All dollar amounts in 2005 PPP

Household expenditure by sector

	National (\$ millions)	BOP (%)
Food	113,684.6	48.6
Housing	26,683.5	35.7
Water	3,220.2	50.6
Energy	21,028.8	57.8
Household goods	71,972.0	36.1
Health	34,249.5	35.0
Transportation	70,786.0	27.6
ICT	20,263.3	27.2
Education	27,820.6	8.5
Other	138,165.0	27.5
Total	527,873.5	34.5

Sector shares of household expenditure (%)

	National	BOP
Food	21.5	30.4
Housing	5.1	5.2
Water	0.6	0.9
Energy	4.0	6.7
Household goods	13.6	14.3
Health	6.5	6.6
Transportation	13.4	10.7
ICT	3.8	3.0
Education	5.3	1.3
Other	26.2	20.9
Total	100.0	100.0