

# Circular Economy

MAIN RESULTS 2026

## What is Circular Economy?

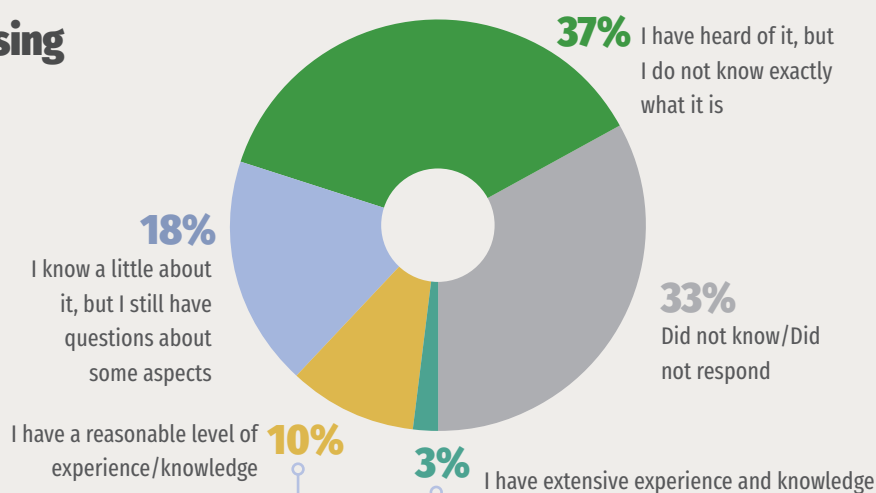
*Circular Economy is understood as an "economic system that uses a systemic approach to maintain a circular flow of resources, by recovering, retaining or adding to their value, while contributing to sustainable development."*

(ABNT NBR ISO 59004:2024, item 3.1.1)

## Knowledge and purchasing behavior

*Thinking about the concept of circular economy, how familiar are you with the topic?*

*Just 13% said they have an extensive or reasonable level of knowledge about the topic.*



## Consumptions and climate impact

**56%**

*of the population believe their consumption is small or has no impact on reducing greenhouse gas emissions*



## Used Products X New Products

**61%**

*of Brazilians prefer to buy a new product rather than a used product, even if the new product is more expensive.*

**Motivation for Buying Used Products:** Among those who purchase second-hand items, 30% do so to save money, while only 7% do so for environmental reasons

## Recycled products market

**52%** buy recycled products

**43%** do not buy

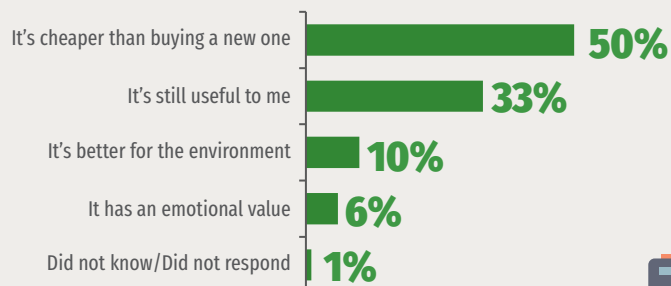
**The Price Factor:** For 38%, the purchase would only take place if the price were the same as that of a new product.

*What is the main reason you do not choose recycled products?*



**Post-consumption** **78%** of **brazilians** keep products in circulation (donating or selling items that still work).

*What is the main reason that makes you choose to fix an object instead of buying a new one?*



**6 out of 10** decide to fix damaged products instead of discarding them.



## Discharge and waste

**30%** of **brazilians** still see waste as something useless

**Failure to separate waste:**  
**58%** dispose of recyclable waste together with general waste, making recycling unfeasible.



**Why don't you separate the garbage?**

**41%** because of lack of time or established habits

**27%** because of the lack of recycling collection services in the area

## Reverse Logistics

**72%** rarely or never return products to designated collection points.



**Distance: 24%** affirm the designated collection points are distant.



**Information:**

**53%** don't return because of lack of guidance (33% don't know where to return, and 20% didn't even know it was possible).

### Technical Specifications

■ 2,019 citizens aged 16 years or older, in the 27 Federations. The sample is controlled based on quotas for: (a) sex, (b) age, (c) economically active population, (d) region, and (e) municipal conditions. The margin of error for the total sample is 2 percentage points, with a 95% confidence level.

### Data collection period:

■ February 11 to 13, 2026.