

REPORT

Top 50 Municipalities with the Highest Consumer Spending Potential

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Table of Contents

Introduction 04

1. What the Ranking Reveals 06

2. How We Built This Ranking: The Cortex Geofusion Methodology
..... 12

Key Takeaways 14

Introduction

Brazil's economic landscape is constantly evolving, making it increasingly important for businesses to understand consumer spending potential at the municipal level.

Following a period of instability, the market has taken on new dynamics, and the ability to identify opportunities based on up-to-date data has become an essential competitive advantage.

To help organizations navigate this challenge, we have updated our report, **Top 50 Municipalities with the Highest Consumer Spending Potential**, using 2025 data.

Consumer Spending Potential is a proprietary Cortex metric that estimates how likely a population is to spend annually across a wide range of product and service categories. It serves as a strategic tool for market mapping and business expansion.

Throughout this report, we present the ranking of Brazil's 50 municipalities with the highest consumer spending potential. Together, these cities represent a significant share of the country's total consumer market.

We also analyze the regional distribution of this potential, highlighting the most relevant markets and the opportunities they offer.

Explore these insights and discover how they can help drive your company's growth and profitability.

Enjoy the report!

1. What the Ranking Reveals

The 2025 data analysis indicates a strong concentration of consumer spending in a limited number of municipalities, reinforcing the trend observed in 2022.

The 50 municipalities leading the ranking account for a combined consumer spending potential of **R\$ 3.18 trillion**, representing **51.5% of Brazil's total consumer spending potential**. This highlights the strategic importance of these municipalities to the national economy.

Top 50 Municipalities by Consumer Spending Potential – 2025

Rank	Municipality	State	Consumer Spending Potential (R\$)
1	São Paulo	SP	780,354,282,577
2	Rio de Janeiro	RJ	361,716,113,573
3	Brasília	DF	207,565,900,470

4	Curitiba	PR	129,050,612,759
5	Belo Horizonte	MG	124,332,683,480
6	Porto Alegre	RS	100,847,492,426
7	Goiânia	GO	96,586,493,970
8	Salvador	BA	95,196,042,829
9	Campinas	SP	85,700,946,070
10	Fortaleza	CE	76,129,957,123
11	Recife	PE	55,059,414,011
12	Ribeirão Preto	SP	54,875,064,748
13	Natal	RN	52,984,540,099
14	Manaus	AM	51,181,555,457
15	São José dos Campos	SP	48,069,608,359
16	Belém	PA	46,744,489,327
17	Florianópolis	SC	44,768,972,028
18	Campo Grande	MS	42,331,566,465
19	Uberlândia	MG	38,028,354,549
20	Juiz de Fora	MG	29,917,091,370
21	São José do Rio Preto	SP	28,658,772,463
22	Guarulhos	SP	28,480,175,805
23	Caxias do Sul	RS	27,835,155,419
24	Piracicaba	SP	27,683,069,890
25	João Pessoa	PB	26,965,379,671
26	Joinville	SC	25,633,338,814
27	Cuiabá	MT	25,072,439,187
28	Londrina	PR	25,068,670,280
29	Aracaju	SE	24,739,889,569
30	Vitória	ES	24,352,696,588

31	Bauru	SP	24,310,470,727
32	São Luís	MA	24,276,894,450
33	Santo André	SP	24,013,638,668
34	São Bernardo do Campo	SP	23,974,338,917
35	Maceió	AL	23,527,712,911
36	Niterói	RJ	23,199,866,890
37	São Gonçalo	RJ	22,427,823,424
38	Maringá	PR	19,922,171,573
39	Sorocaba	SP	19,648,620,527
40	Taubaté	SP	19,631,531,992
41	Teresina	PI	19,515,559,133
42	Jaboatão dos Guararapes	PE	18,753,202,762
43	Osasco	SP	18,432,259,568
44	Feira de Santana	BA	18,100,173,328
45	Uberaba	MG	17,691,724,152
46	Anápolis	GO	17,387,673,033
47	Franca	SP	17,338,759,189
48	Indaiatuba	SP	17,113,544,269
49	Blumenau	SC	17,001,836,335
50	Vila Velha	ES	16,885,679,680

Regional Analysis

The Southeast region continues to dominate consumer spending among the top 50 municipalities, accounting for **62.8%** of the total potential, up from **58.5%** in 2022.

It is followed by:

- Northeast: 14.2% (down from 16.0% in 2022)
- South: 11.8% (slightly above 11.5% in 2022)

- Central-West: 8.8% (down from 11.2% in 2022)
- North: 2.4% (down slightly from 2.8% in 2022)

This concentration in the Southeast is driven by factors such as population density, a strong industrial and service sector presence, and the consumption behavior of both residents and transient populations.

Metropolitan Areas and Regional Hubs

The ranking includes both major metropolitan areas and regional economic hubs.

Metropolitan Areas

Cities such as São Paulo, Rio de Janeiro, and Brasília remain at the top of the ranking, representing the largest consumer markets in the country.

Regional Hubs

Municipalities such as Ribeirão Preto (SP), Uberlândia (MG), and Florianópolis (SC) stand out for their regional economic relevance and their ability to attract consumers from neighboring cities.

2. How We Built This Ranking: The Cortex Geofusion Methodology

What is POF?

The POF (Household Budget Survey) is a sample-based study conducted by the Brazilian Institute of Geography and Statistics (IBGE) that investigates how Brazilian families allocate their income across different consumption categories.

To collect this information, IBGE surveys selected households and gathers detailed data on household expenditures, including groceries, transportation, leisure, education, and other expenses.

Using this information, it is possible to calculate the population's average consumption patterns and group expenditures into categories, forming the basis for estimates such as Consumer Spending Potential.

The categories currently available on the platform include food, personal care, healthcare, transportation, apparel, education, leisure, and others.

This information is always expressed as annual spending potential and does not necessarily represent actual spending.

Cortex has developed its own proprietary methodology to estimate Consumer Spending Potential in Brazil. The methodology was created internally by a multidisciplinary team of economists, statisticians, data scientists, and market intelligence specialists.

Consumer Spending Potential measures how much households have available to spend annually across approximately 100 categories of products and services.

Our estimates are based on Brazil's primary official indicators. Specifically, the calculation combines data from:

- POF (Household Budget Survey)
- PNAD (National Household Sample Survey)

The methodology also includes Cortex's proprietary spatial redistribution models.

It is important to note that Consumer Spending Potential is estimated exclusively for urban areas, where population density and economic activity provide sufficient reliability for analysis.

What Makes Our Data Different

Cortex's Consumer Spending Potential data is not a static snapshot. It is dynamic, granular, and sector-specific.

The model combines information from Brazil's primary official indicators and sector-specific economic data with advanced statistical modeling techniques. This approach allows us to track consumption trends, price fluctuations, income distribution patterns, and shifts in household behavior over time.

Consumer Spending Potential enables organizations to understand where disposable spending power exists across Brazil, category by category, while remaining continuously updated and responsive to market transformations.

It is an essential dataset for businesses seeking to determine where to invest, what to prioritize, and how to allocate resources more effectively.

Key Takeaways

The 2025 analysis demonstrates that despite ongoing economic changes, the concentration of income and consumption in Brazil remains a defining characteristic of the market.

The Southeast not only maintains its leadership but further strengthens its position, making it an increasingly strategic region for companies pursuing expansion opportunities.

At the same time, the data highlights the importance of regional economic hubs. Even outside major metropolitan areas, these municipalities present strong consumer spending potential and meaningful growth opportunities across a wide range of industries.

To make truly strategic decisions, companies should combine consumer spending potential data with other relevant insights, such as:

- Target audience demographics
- Competitive landscape
- Local market characteristics

We hope this report serves as a valuable resource for planning and executing your market strategies, contributing to your company's growth and success.

About Cortex

The Geographic Intelligence behind the fastest-growing retail networks in Brazil.

According to a Sebrae study, 37% of retail locations in Brazil close due to poor site selection.

With reliable data, built-in intelligence, and expert support, your company can make better decisions—location by location, territory by territory.

Quickly identify the most profitable locations for your business by considering return on investment. Understand the true size of your market, locate your target audience, and monitor competitors.

Geofusion is now Cortex.

Made for humans, powered by AI.