

REP•TRK X Bovespa



BOVESPA VS. GLOBAL INDEX AVERAGE REPUTATION SCORE: Q1 2024

69.0

68.5

**BOVESPA IS TRACKING SLIGHTLY
AHEAD OF THE GLOBAL AVERAGE**

BOVESPA VS. GLOBAL INDEX AVERAGE PRODUCTS & SERVICES SCORE: Q1 2024

70.0

71.9

**BUT TRAILS BEHIND IN PRODUCTS
+ SERVICES BY 1.9-POINTS.**

BOVESPA DRIVER FACTOR SCORES: Q1 2024

DRIVER	FACTOR	SCORE
Products/Services	High quality products & services	72.0
Products/Services	Meets customer needs	70.9
Products/Services	Stands behind products & services	70.7
Products/Services	Good value products & services	66.4

Source: 2024 Stock Index Study

**HISTORIC REPTRAK DATA SHOWS THAT
PRODUCTS + SERVICES HAS THE HIGHEST
WEIGHT ON INFLUENCING REPUTATION SCORE!**

WANT TO SEE HOW YOUR
REPUTATION STACKS UP ON
THE STOCK EXCHANGE?

[REQUEST A DEMO](#)

Receive a personalized deep dive on our
stock index data in relation to your company.

Corporate reputation constantly ebbs and flows across markets and sectors. Which is why at RepTrak, we continuously analyze current reputation trends and share our findings with you. Our 2024 stock index study examined nearly 400 companies across six major global stock indexes — including the 80+ companies on Brazil's Bovespa index. Our analysis highlights the key reputational strengths and weaknesses these companies need to address in order to stay competitive.

Our reputation wheelhouse breaks down reputation into various factors — including 7 Drivers that provide clear insight into how stakeholders *think* about key business areas. Bovespa companies showed Driver Scores that are mostly on par with global averages. However, Brazil's biggest companies have a noticeably lower Products & Services Driver Score.

RepTrak's Driver Factors provide *deeper* insight into what influences each Driver. And Products & Services Factor Scores tell us that Bovespa companies' are falling short in their product value. Harsh economic conditions have led to widespread inflation (and shrinkflation) — and consumers are left feeling the financial squeeze. Given that “good value for products and services” is notably trailing its counterpart Factors, companies on the Bovespa must clearly communicate the value of their products while recognizing the impact that inflationary measures have on their stakeholders.

Prioritizing transparent communication and acknowledging the financial challenges faced by consumers can help rebuild trust and enhance the reputations of Bovespa companies. We'd of course also recommend leveraging reputation insights from RepTrak to make meaningful improvements and secure long-term success.