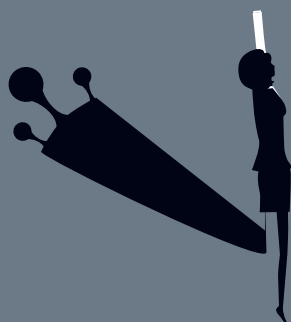


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Nowadays, we are experiencing the emergence of a new generation of even more demanding, confident and empowered consumers. Even during a period of economic uncertainty, which has been exacerbated by the COVID-19 impact, consumers seek new tools and behaviors to empower them to consume