The Top 40** Most Attractive Employers in Brazil

DATA COLLECTED BETWEEN JANUARY AND MAY 2025

[B]³ BRASIL BOLSA BALCÃO

About the study

The results are based on Caliber's real-time tracking study, which measures public perceptions of **40 selected companies in Brazil**.

The companies were selected based on parameters such as **turnover**, **number of employees**, **historical presence** in Brazil, and **familiarity** among the general public.

Employer attractiveness

Employer Attractiveness is determined by observing the percentage of the informed public (i.e. those familiar with the rated company) that say **they are very likely to consider the rated company as a possible place to work**. The percentage includes only those answering 6 or 7 on a 7-point scale.

The 2025 results are based on **7,834 responses representing the Brazilian population.** The data was collected on a daily basis.

All results can be further broken down along segmentation parameters such as age, sex, geography, and occupation.

*Level of familiarity

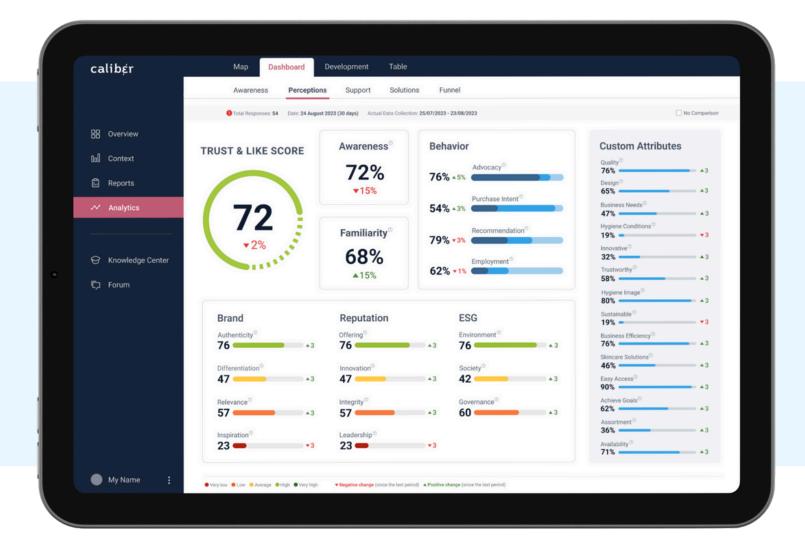A company's level of familiarity among the public can be a factor in overall Employer Attractiveness.

Companies that appeal to niche audiences, operate in less visible industries or provide B2B services tend to be less publicly known and therefore often have lower familiarity among the public.

These companies tend to have a larger proportion of potential employees among the familiar audience, which may translate into higher Employer Attractiveness using this methodology.

Companies with higher familiarity often engage a broader audience through their marketing, media presence and consumer appeal. Therefore, they typically have a lower proportion of potential employees among their familiar audience, which may translate into lower Employer Attractiveness using this methodology.

"If I were looking for a job, I would consider COMPANY as a place to work"

NR.	COMPANY	2024	2025
1	Raízen	78%	80%
2	Porto Seguro	67%	76%
3	ENGIE	75%	74%
4	Natura	73%	74%
5	Suzano	82%	74%
6	WEG	74%	74%
7	Vibra	69%	73%
8	BTG Pactual	60%	72%
9	Ecorodovias	63%	70%
10	AES Brasil	69%	69%
11	AMBEV	57%	69%
12	COPEL	68%	69%
13	CPFL Energia	68%	69%
14	B3 – Brazil Stock Exchange	70%	68%
15	Fleury	75%	68%
16	Marfrig	69%	68%
17	Rede D´Or	73%	68%
18	Cielo	64%	67%
19	Cosan	73%	67%
20	Itaú	80%	67%
21	Grendene	70%	66%
22	Via	74%	66%
23	AZUL Airlines	64%	65%
24	Arezzo	63%	64%
25	BRF	62%	64%
26	Banco do Brasil	63%	64%
27	COPASA	56%	64%
28	Eletrobras	57%	64%
29	Klabin	73%	64%
30	Equatorial	59%	62%
31	Banco PAN	63%	60%
32	Cemig	65%	60%
33	Bradesco	58%	59%
34	Santander	61%	59%
35	Magalu	56%	58%
36	C&A	49%	57%
37	Vivo	60%	57%
38	RENNER	52%	56%
39	Motiva	n/a	54%
40	TIM	48%	50%

About Caliber's Stakeholder Tracking Platform

Our stakeholder tracking research model is based on extensive statistical analysis and explains the journey from stakeholder interaction to business impact. It comprises elements such as awareness, rational perceptions around brand, reputation and ESG, trust and supportive behavior.

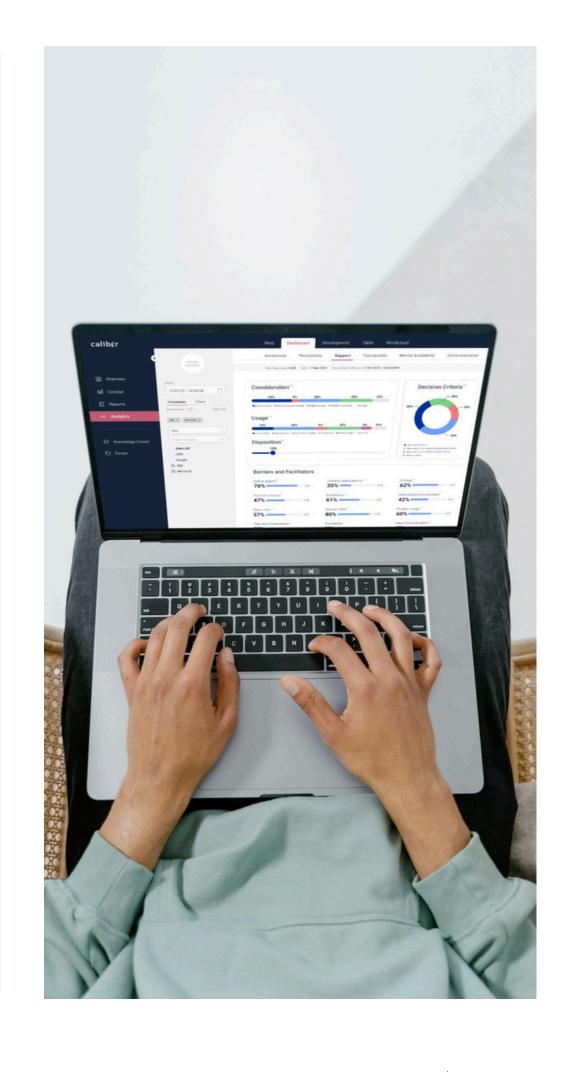## How can Caliber help brands build a bulletproof reputation?

Caliber is a stakeholder intelligence company.

It provides businesses with actionable intelligence on brand and reputation that helps them understand their audience, communicate more effectively and build trust.

Caliber created the world's only real-time, customizable stakeholder tracking platform, which shows companies what relevant stakeholders think and how they're likely to behave — anytime, anywhere.

Caliber's Real-Time Tracker is the world's most powerful always-on tool for steering communications, using accurate and representative data. It surveys thousands of people every day and displays real-time metrics on a visually appealing, user-friendly dashboard.

Discover Caliber