

# Discounters in Brazil

March 2024

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## Discounters in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Restructuring of Dia %, including reducing franchises and closing loss-making stores

Todo Dia also reduces its number of stores, but maintains a presence in the Northeast and South regions

#### PROSPECTS AND OPPORTUNITIES

The strength of private label within discounters likely to ensure some growth

The Spanish player Dia plans to sell its operations in Brazil

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## Retail in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Significant moves by major competitors in grocery retailers

While some retailers are struggling, others are booming

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Tax reform

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Carnival

Consumer Day

Mother's Day

Father's Day

Semana do Brasil (Brazil week)

Client Day

Children's day

Black Friday and Cyber Monday

Christmas

Summer

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