

# Hypermarkets in Brazil

March 2024

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## Hypermarkets in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Carrefour seeks to improve its results

Some regional hypermarket chains are competitive

Hypermarkets faces tough competition from neighbourhood supermarkets, convenience stores, and discounters

#### PROSPECTS AND OPPORTUNITIES

Speculation that the cash and carry business model will be reinvented, and stores converted back to hypermarkets

Carrefour set to remain dominant in hypermarkets, followed by a few regional competitors

Low growth in the number of stores expected, with higher growth in value sales over the forecast period

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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

Back to school

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