



Appliances and Electronics Specialists in Brazil

March 2024

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Appliances and Electronics Specialists in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite seeing growth, falling purchasing power and a loss of trust prevent stronger growth for appliances and electronics specialists in 2023

Via Varejo/Grupo Casas Bahia aims to improve its financial indicators

National group Magazine Luiza faces challenges in 2023

PROSPECTS AND OPPORTUNITIES

With the prospect of increasing employment and an improvement in family income, growth is expected over the forecast period

Climate change, with drought in the north and floods in the south, and the prospect of more intense summer heat signal strong sales of fans and air conditioners

Paris Olympic Games expected to boost sales of electronics, especially televisions

CHANNEL DATA

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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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