



# Retail in Brazil

March 2024

Table of Contents

## 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

Back to school

## MARKET DATA

Table 1 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 - Sales in Retail Offline by Channel: Value 2018-2023

Table 4 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 - Retail Offline Outlets by Channel: Units 2018-2023

Table 6 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 12 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 13 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 14 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 15 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Retail GBO Company Shares: % Value 2019-2023

Table 22 - Retail GBN Brand Shares: % Value 2020-2023

Table 23 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 24 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 25 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 26 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 27 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
 Table 28 - Grocery Retailers GBO Company Shares: % Value 2019-2023  
 Table 29 - Grocery Retailers GBN Brand Shares: % Value 2020-2023  
 Table 30 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
 Table 31 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
 Table 32 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
 Table 33 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
 Table 34 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
 Table 35 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
 Table 36 - Forecast Sales in Retail Offline by Channel: Value 2023-2028  
 Table 37 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
 Table 38 - Forecast Retail Offline Outlets by Channel: Units 2023-2028  
 Table 39 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
 Table 40 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
 Table 41 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
 Table 42 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
 Table 43 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
 Table 44 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
 Table 45 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
 Table 46 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
 Table 47 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
 Table 48 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
 Table 49 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
 Table 50 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
 Table 51 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
 Table 52 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
 Table 53 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## Convenience Retailers in Brazil

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

OXXO moves to open more stores

Supermercado Hirota makes changes across its brands

AMPM installs street stores, stores in business condominiums, and in residential condominiums

### PROSPECTS AND OPPORTUNITIES

Americanas will continue its business restructuring after entering judicial recovery, affecting Local Americanas and BR Mania

OXXO could potentially expand into forecourt retailers

New stores expected to continue to open between 2024 and 2028

### CHANNEL DATA

Table 54 - Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 55 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 56 - Sales in Convenience Retailers by Channel: Value 2018-2023

Table 57 - Sales in Convenience Retailers by Channel: % Value Growth 2018-2023

Table 58 - Convenience Retailers GBO Company Shares: % Value 2019-2023

Table 59 - Convenience Retailers GBN Brand Shares: % Value 2020-2023

Table 60 - Convenience Retailers LBN Brand Shares: Outlets 2020-2023

Table 61 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 62 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 63 - Forecast Sales in Convenience Retailers by Channel: Value 2023-2028

Table 64 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

## Supermarkets in Brazil

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Grupo Mateus continues its aggressive expansion plan

Casino's announcement of the sale of its stake in Grupo Pão de Açúcar means its exit from Brazil

Local retailer Supermercados BH advances in another state

#### PROSPECTS AND OPPORTUNITIES

In the early forecast period supermarkets will continue to close loss-making outlets

Acquisitions and sales expected to continue in the forecast period

Players in supermarkets will need to reinvent their brands to survive

#### CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 - Supermarkets GBO Company Shares: % Value 2019-2023

Table 68 - Supermarkets GBN Brand Shares: % Value 2020-2023

Table 69 - Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## Hypermarkets in Brazil

### 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

#### CHANNEL DATA

Table 72 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 73 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 74 - Hypermarkets GBO Company Shares: % Value 2019-2023

Table 75 - Hypermarkets GBN Brand Shares: % Value 2020-2023

Table 76 - Hypermarkets LBN Brand Shares: Outlets 2020-2023

Table 77 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 78 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## Discounters in Brazil

### 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

## CHANNEL DATA

Table 79 - Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 80 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 - Discounters GBO Company Shares: % Value 2019-2023

Table 82 - Discounters GBN Brand Shares: % Value 2020-2023

Table 83 - Discounters LBN Brand Shares: Outlets 2020-2023

Table 84 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## Small Local Grocers in Brazil

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Expansion of the Cacau Show and Kopenhagen/Chocolates Brasil Cacau franchises is not compromised by the Brazilian retail crisis

Nestlé Brasil enters Brazilian retail by acquiring the Kopenhagen/Brasil Cacau chains

Small everyday purchases favour sales at small local grocers

## PROSPECTS AND OPPORTUNITIES

Interesting competition expected between Cacau Show and Nestlé Brasil during the forecast period

Demand across the income spectrum will favour sales in small local grocers

E-commerce may help drive footfall in the forecast period

## CHANNEL DATA

Table 86 - Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 - Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 - Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 - Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 92 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## General Merchandise Stores in Brazil

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

With the judicial recovery process of Americanas, Havan becomes dominant in general merchandise stores

Americanas sets out a new strategy

Lojas Leader in variety stores is in judicial recovery, with debts above BRL1.0 billion, and it is feared it may be unable to avoid bankruptcy

## PROSPECTS AND OPPORTUNITIES

Department stores is set to drive growth, especially Havan

Americanas will depend on regaining the trust of suppliers and consumers for its restructuring plan to be successful

Compact stores likely to become an increasing trend in general merchandise stores

## CHANNEL DATA

Table 93 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 94 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 95 - Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 96 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 97 - General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 98 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 99 - General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 100 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 101 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 102 - Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 103 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

## Apparel and Footwear Specialists in Brazil

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Lojas Renner continues to lead, with its growth also remaining above the channel average

In 2023, Arezzo Indústria & Comércio closes some franchises of the Arezzo and Schutz brands

The long-standing crisis for Lojas Marisa causes it to enter into judicial recovery and close nearly 100 stores in 2023

#### PROSPECTS AND OPPORTUNITIES

Value growth set to continue in the forecast period

Apparel and footwear specialists will continue to face competition from e-commerce for younger fashions

More apparel and footwear specialists are expected to face difficulties, with store closures and bankruptcy filings in 2024

#### CHANNEL DATA

Table 104 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 105 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 106 - Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 107 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 108 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 109 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 110 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## Appliances and Electronics Specialists in Brazil

### 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

Table 111 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 112 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 113 - Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 114 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 115 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 116 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 117 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## Home Products Specialists in Brazil

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

In difficult times, Tok & Stok files for judicial recovery and closes stores in 2023, and may join with Mobly

In 2023 C&C is sold, and Telha Norte restructures

Petlove hopes to reach the sales barrier of BRL1.5 billion with physical and online sales, and health plans for pets

#### PROSPECTS AND OPPORTUNITIES

Approval of tax reform and confidence that the economic environment will heat up will be triggers for growth

Mergers and acquisitions expected in home improvement and gardening stores, as well as homewares and home furnishings stores

Petz, Cobasi, and Petlove likely to lead pet shops and superstores over the forecast period

#### CHANNEL DATA

Table 118 - Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 119 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 120 - Sales in Home Products Specialists by Channel: Value 2018-2023

Table 121 - Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 122 - Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 123 - Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 124 - Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 125 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 126 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 127 - Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 128 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

## Health and Beauty Specialists in Brazil

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Raia Drogasil has a strong lead in health and beauty specialists in value terms

O Boticário maintains its strong lead in beauty specialists

Soneda innovates with A Casa da Beleza, which in addition to retail, has hair salon services, and focuses on sustainability

#### PROSPECTS AND OPPORTUNITIES

Expansion plans set to continue, which will help drive growth

Despite a return to growth, beauty specialists will struggle to recover to its pre-pandemic level of sales

The chained stores of large retailers will take share from independent retailers in health and beauty specialists

#### CHANNEL DATA

Table 129 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 130 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 131 - Sales in Health and Beauty Specialists by Channel: Value 2018-2023

Table 132 - Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023

Table 133 - Health and Beauty Specialists GBO Company Shares: % Value 2019-2023

Table 134 - Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023

Table 135 - Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023

Table 136 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 137 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 138 - Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028

Table 139 - Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

## Vending in Brazil

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vending is a small but growing channel

Diversification of the products available via vending

New players enter an already fragmented channel

#### PROSPECTS AND OPPORTUNITIES

Shopping centres may be an avenue for growth for vending

Healthier product references increasingly likely to be seen in vending machines

Move towards dynamic QR codes set to continue

#### CHANNEL DATA

Table 140 - Vending by Product: Value 2018-2023

Table 141 - Vending by Product: % Value Growth 2018-2023

Table 142 - Vending GBO Company Shares: % Value 2019-2023

Table 143 - Vending GBN Brand Shares: % Value 2020-2023

Table 144 - Vending Forecasts by Product: Value 2023-2028

Table 145 - Vending Forecasts by Product: % Value Growth 2023-2028

## Direct Selling in Brazil

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued growth trend in 2023, as consumers needing additional income turn to direct selling

The changing profile of the salesforce is relevant in direct selling

Players focused on health and beauty dominate

#### PROSPECTS AND OPPORTUNITIES

Companies will need to attract and maintain an effective workforce to drive growth

Beauty and personal care direct selling set to continue to perform well

Players likely to focus on providing consumers with experiences

#### CHANNEL DATA

Table 146 - Direct Selling by Product: Value 2018-2023

Table 147 - Direct Selling by Product: % Value Growth 2018-2023

Table 148 - Direct Selling GBO Company Shares: % Value 2019-2023

Table 149 - Direct Selling GBN Brand Shares: % Value 2020-2023

Table 150 - Direct Selling Forecasts by Product: Value 2023-2028

Table 151 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

## Retail E-Commerce in Brazil

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite the Americanas scandal, e-commerce maintains value growth in 2023



Despite the high number of visits on websites and via apps, AliExpress and Shein serve niches, and have a low average ticket price  
Challenges for players due to high costs and consumers' aversion to paying for shipping

## PROSPECTS AND OPPORTUNITIES

Retail e-commerce set to return to a stronger growth curve in the forecast period

Americanas remains in the minds of consumers, and is expected to generate good sales via e-commerce

Amazon will further intensify the competition with MercadoLibre, while some consumers will move away from marketplaces

## CHANNEL DATA

Table 152 - Retail E-Commerce by Channel: Value 2017-2022

Table 153 - Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 154 - Retail E-Commerce by Product: Value 2017-2022

Table 155 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 156 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 157 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 158 - Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 159 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 160 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 161 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/retail-in-brazil/report](http://www.euromonitor.com/retail-in-brazil/report).