

# Vending in Brazil

March 2024

Table of Contents

## Vending in Brazil - Category analysis

### 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 1 - Vending by Product: Value 2018-2023  
Table 2 - Vending by Product: % Value Growth 2018-2023  
Table 3 - Vending GBO Company Shares: % Value 2019-2023  
Table 4 - Vending GBN Brand Shares: % Value 2020-2023  
Table 5 - Vending Forecasts by Product: Value 2023-2028  
Table 6 - Vending Forecasts by Product: % Value Growth 2023-2028

## 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  
Back to school

### MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023  
Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023  
Table 9 - Sales in Retail Offline by Channel: Value 2018-2023  
Table 10 - Sales in Retail Offline by Channel: % Value Growth 2018-2023  
Table 11 - Retail Offline Outlets by Channel: Units 2018-2023

Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023  
Table 13 - Sales in Retail E-Commerce by Product: Value 2018-2023  
Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023  
Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 17 - Sales in Grocery Retailers by Channel: Value 2018-2023  
Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 19 - Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 27 - Retail GBO Company Shares: % Value 2019-2023  
Table 28 - Retail GBN Brand Shares: % Value 2020-2023  
Table 29 - Retail Offline GBO Company Shares: % Value 2019-2023  
Table 30 - Retail Offline GBN Brand Shares: % Value 2020-2023  
Table 31 - Retail Offline LBN Brand Shares: Outlets 2020-2023  
Table 32 - Retail E-Commerce GBO Company Shares: % Value 2019-2023  
Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
Table 34 - Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 35 - Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 40 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
Table 42 - Forecast Sales in Retail Offline by Channel: Value 2023-2028  
Table 43 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
Table 44 - Forecast Retail Offline Outlets by Channel: Units 2023-2028  
Table 45 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
Table 46 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
Table 47 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
Table 48 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 50 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
Table 51 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 52 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 53 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
Table 54 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 56 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 58 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## 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/vending-in-brazil/report](http://www.euromonitor.com/vending-in-brazil/report).