



# Apparel and Footwear Specialists in Brazil

March 2024

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## Apparel and Footwear Specialists in Brazil - Category analysis

### 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

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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

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Client Day

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Black Friday and Cyber Monday

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Summer

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