

# Home Products Specialists in Brazil

March 2024

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## Home Products Specialists in Brazil - Category analysis

### 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

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## Retail in Brazil - Industry Overview

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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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