

General Merchandise Stores in Brazil

March 2024

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General Merchandise Stores in Brazil - Category analysis

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

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While some retailers are struggling, others are booming

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Tax reform

Opening hours for physical retail

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Seasonality

Carnival

Consumer Day

Mother's Day

Father's Day

Semana do Brasil (Brazil week)

Client Day

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