

Analyzing Food Retail in Brazil 2016

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Abstracts

The food retail industry in Brazil has been growing at a steady and good rate since the last couple of years. It has been observed that an economic slowdown in the country has led to consumers heading to the supermarkets/hypermarkets to find the cheapest options available. Therefore, the segment of supermarkets/hypermarkets accounted for the highest percentage of sales in the industry during 2014.

In the coming years, it is expected that there might be a slight deceleration in the food retail industry in Brazil, though sales will remain more or less at the same level as was seen in 2014. The industry is expected to cross a value of USD 205 billion by the end of 2019 and continue to maintain robust growth after 2019 as well.

Aruvian Research analyzes the food retail market in Brazil in its research report *Analyzing Food Retail in Brazil*. Apart from the analysis of the Brazilian food retail industry, this research report also includes an analysis of the global food retail industry. Data analyzed in this report ranges for the years 2010 to 2019.

The analysis of the food retail industry in Brazil, we analyze the market through industry statistics, industry growth in value terms, geographical segmentation by share of countries in Americas and what all distribution channels are present in the food retail market in Brazil.

The report also covers a Porter's Five Forces Framework analysis on the food retail industry in Brazil. The framework analyzes the industry through the bargaining power of buyers, bargaining power of suppliers, competitive rivalry in the industry, the threat of new entrants and the threat of industry substitution.

Industry forecast is included in the report followed by an analysis of the major players in the Brazilian food retail industry. Major players analyzed in the report include Carrefour

SA, Companhia Brasileira de Distribuicao, Wal-Mart Stores and Cencosud SA. Each player is analyzed through a corporate profile, business segment analysis, a financial analysis and a SWOT analysis.

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