

# Brazil Retail Report Q3 2016

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## Abstracts

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**BMI View:** The impeachment of President Dilma Rousseff in May and the ongoing controversy surrounding it is likely to impede the government's effectiveness in tackling the economic issues that have led to deteriorating labour and economic markets, rising inflation and reduced access to consumer credit. As all these factors will continue weigh heavily on consumer retail spending in 2016, with total household spending forecast to fall to its lowest figure in USD terms since 2007. Nevertheless, Brazil remains the strongest investment market in the region, with potentially strong rewards for moderate risk.

### Key Views & Developments

We expect to see total household spending in Brazil shrink in 2016 to USD829bn or USD14,376 per household, on the back of the country's ongoing economic difficulties.

The total number of households is expected to increase to 57.6mn in 2016, recording 0.9% year-on-year growth.

Around 18.9mn of the total households will be in the USD10,000+ by the end of 2016, representing some 10.9mn households.

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