

# Apparel and Footwear Specialist Retailers in Brazil

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## Abstracts

Sales assistants could be described as the core of physical stores, responsible for the brand-customer relationship - they act as the bridge between the universe designed by the brand and the expectations that the buyer brings when they step into the space. However, with the rise of omnichannel as the new rule (accelerated by the pandemic), especially for fashion retailers, brands have had to reinvent the role of traditional sales assistants.

Euromonitor International's Apparel and Footwear Specialist Retailers in Brazil report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Apparel and Footwear Specialist Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### APPAREL AND FOOTWEAR SPECIALIST RETAILERS IN BRAZIL

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Sales assistants and how their roles are evolving in the age of omnichannel strategies

Reuse is the new recycle

Omnichannel inventory as a way to create one-stop shops

#### PROSPECTS AND OPPORTUNITIES

Virtual fashion for the metaverse

Shopping for looks with AI-powered search by image

Dynamic pricing, a delicate subject

#### CHANNEL DATA

Table 1 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 2 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 3 Apparel And Footwear Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 4 Apparel And Footwear Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 5 Apparel And Footwear Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 6 Apparel And Footwear Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 7 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 8 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

#### RETAILING IN BRAZIL

#### EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Online marketplaces still set the tone of Brazilian e-commerce

Grocery retailers see two giants make ground-breaking moves

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Table 9 Cash and Carry Sales: Value 2016-2021

Seasonality

Semana do Brasil (Brazil week)

Christmas

Back to school

Summer

Carnival

Mother's day

Children's day

Black Friday and Cyber Monday

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 10 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 11 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 12 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 13 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 14 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 15 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 16 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 17 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 18 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 19 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 20 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 21 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 22 Grocery Retailers Outlets by Channel: Units 2016-2021

Table 23 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 24 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 25 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 26 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 27 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 28 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 29 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 30 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

- Table 31 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 32 Sales in Mixed Retailers by Channel: Value 2016-2021
- Table 33 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021
- Table 34 Mixed Retailers Outlets by Channel: Units 2016-2021
- Table 35 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 36 Retailing GBO Company Shares: % Value 2017-2021
- Table 37 Retailing GBN Brand Shares: % Value 2018-2021
- Table 38 Store-based Retailing GBO Company Shares: % Value 2017-2021
- Table 39 Store-based Retailing GBN Brand Shares: % Value 2018-2021
- Table 40 Store-based Retailing LBN Brand Shares: Outlets 2018-2021
- Table 41 Non-Store Retailing GBO Company Shares: % Value 2017-2021
- Table 42 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
- Table 43 Grocery Retailers GBO Company Shares: % Value 2017-2021
- Table 44 Grocery Retailers GBN Brand Shares: % Value 2018-2021
- Table 45 Grocery Retailers LBN Brand Shares: Outlets 2018-2021
- Table 46 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 47 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
- Table 48 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
- Table 49 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
- Table 50 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
- Table 51 Mixed Retailers GBO Company Shares: % Value 2017-2021
- Table 52 Mixed Retailers GBN Brand Shares: % Value 2018-2021
- Table 53 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
- Table 54 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 55 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
- Table 56 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
- Table 57 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
- Table 58 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
- Table 59 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
- Table 60 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
- Table 61 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
- Table 62 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
- Table 63 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 64 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %

## Growth 2021-2026

Table 65 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 66 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 67 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 68 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 69 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 70 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 71 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 72 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 73 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 74 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 75 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 76 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 77 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 78 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 79 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 80 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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## SOURCES

Summary 2 Research Sources

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