

# Food and Drink Internet Retailing in Brazil

<https://marketpublishers.com/r/F967679EED4EN.html>

Date: February 2019

Pages: 43

Price: US\$ 990.00 (Single User License)

ID: F967679EED4EN

## Abstracts

Internet retailing as an industry is rapidly gaining relevance in Brazil, as year after year the retail channel grows dynamically and consumers are attracted to digital commerce. Food and drink retailing is no exception, with data and market trends pointing to the same positive direction, albeit at a slower pace than in other product areas. The optimism concerning the category is due to a new consumer profile, as they increasingly seek convenience with regard to their routine activities, includi...

Euromonitor International's Food and Drink Internet Retailing 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 Food and Drink Internet Retailing 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.

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