

# Home Improvement and Gardening Stores in Brazil

<https://marketpublishers.com/r/H571B38767CEN.html>

Date: April 2013

Pages: 35

Price: US\$ 990.00 (Single User License)

ID: H571B38767CEN

## Abstracts

In 2012, the Brazilian government announced the extension of the reduction in IPI (Industrialised Product Tax) to include home improvement materials, paint, sinks and sanitary products. The reduction was set to end in the first half of the year, but not only was it extended, it was also extended to new products such as wooding and laminate flooring. However, the reductions were a reaction to slowing growth resulting from fears of a global economic slowdown, and they were not sufficient to bring...

Euromonitor International's Home Improvement and Gardening Stores 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 Home Improvement and Gardening Stores 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

### HOME IMPROVEMENT AND GARDENING STORES IN BRAZIL

Euromonitor International

April 2013

Headlines

Trends

Channel Data

Table 1 Home Improvement and Gardening Stores: Value Sales, Outlets and Selling Space 2007-2012

Table 2 Home Improvement and Gardening Stores: Value Sales, Outlets and Selling Space: % Growth 2007-2012

Table 3 Home Improvement and Gardening Stores Company Shares: % Value 2008-2012

Table 4 Home Improvement and Gardening Stores Brand Shares: % Value 2009-2012

Table 5 Home Improvement and Gardening Stores Brand Shares: Outlets 2009-2012

Table 6 Home Improvement and Gardening Stores Brand Shares: Selling Space 2009-2012

Table 7 Home Improvement and Gardening Stores Forecasts: Value Sales, Outlets and Selling Space 2012-2017

Table 8 Home Improvement and Gardening Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2012-2017

Executive Summary

Retailing Holds Up Despite Slowing Economy

Increasing Internet Retailing Competition Demands New Services

Internet Retailing Starts To Recover From Logistical Problems

Retailing Industry Continues To Consolidate

the Forecast Is Still Positive for Retailing

Key Trends and Developments

Retailers Continue To Invest Despite Economic Slowdown

Companies Respond To Internet Retailing Growth With Investment in Logistics

Government Continues To Implement Measures To Stimulate Retailing

Private Label Going Beyond Grocery Retail

Mergers and Acquisitions Continue To Consolidate Retailing in Brazil

New Services Bolster Internet Retailing Performance

Market Indicators

Table 9 Employment in Retailing 2007-2012

Market Data

Table 10 Sales in Retailing by Channel: Value 2007-2012
Table 11 Sales in Retailing by Channel: % Value Growth 2007-2012
Table 12 Sales in Store-Based Retailing by Channel: Value 2007-2012
Table 13 Store-Based Retailing Outlets by Channel: Units 2007-2012
Table 14 Sales in Store-Based Retailing by Channel: % Value Growth 2007-2012
Table 15 Store-Based Retailing Outlets by Channel: % Unit Growth 2007-2012
Table 16 Sales in Non-store Retailing by Channel: Value 2007-2012
Table 17 Sales in Non-store Retailing by Channel: % Value Growth 2007-2012
Table 18 Sales in Retailing by Grocery vs Non-Grocery: 2007-2012
Table 19 Sales in Non-Grocery Retailers by Channel: Value 2007-2012
Table 20 Non-Grocery Retailers Outlets by Channel: Units 2007-2012
Table 21 Sales in Non-Grocery Retailers by Channel: % Value Growth 2007-2012
Table 22 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2007-2012
Table 23 Retailing Company Shares: % Value 2008-2012
Table 24 Retailing Brand Shares: % Value 2009-2012
Table 25 Store-Based Retailing Company Shares: % Value 2008-2012
Table 26 Store-Based Retailing Brand Shares: % Value 2009-2012
Table 27 Store-Based Retailing Brand Shares: Outlets 2009-2012
Table 28 Non-store Retailing Company Shares: % Value 2008-2012
Table 29 Non-store Retailing Brand Shares: % Value 2009-2012
Table 30 Non-Grocery Retailers Company Shares: % Value 2008-2012
Table 31 Non-Grocery Retailers Brand Shares: % Value 2009-2012
Table 32 Non-Grocery Retailers Brand Shares: Outlets 2009-2012
Table 33 Forecast Sales in Retailing by Channel: Value 2012-2017
Table 34 Forecast Sales in Retailing by Channel: % Value Growth 2012-2017
Table 35 Forecast Sales in Store-Based Retailing by Channel: Value 2012-2017
Table 36 Forecast Store-Based Retailing Outlets by Channel: Units 2012-2017
Table 37 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2012-2017
Table 38 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2012-2017
Table 39 Forecast Sales in Non-store Retailing by Channel: Value 2012-2017
Table 40 Forecast Sales in Non-store Retailing by Channel: % Value Growth 2012-2017
Table 41 Forecast Sales in Non-Grocery Retailers by Channel: Value 2012-2017
Table 42 Forecast Non-Grocery Retailers Outlets by Channel: Units 2012-2017
Table 43 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2012-2017
Table 44 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth

2012-2017

Appendix

Operating Environment

Table 45 Shopping Malls: Evolution 2007-2012

Cash and Carry

Table 46 Cash and Carry: Sales Value 2007-2012

Table 47 Cash and Carry: Sales by National Brand Owner: Sales Value 2009-2012

Table 48 Cash and Carry: Number of Outlets by National Brand Owner: 2009-2012

Definitions

Sources

Summary 1 Research Sources

## I would like to order

Product name: Home Improvement and Gardening Stores in Brazil

Product link: <https://marketpublishers.com/r/H571B38767CEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H571B38767CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970