

# Home and Garden Specialist Retailers in Brazil

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## Abstracts

While home improvement specialist retailers were considered essential – and therefore allowed to remain open even during the most critical phases of quarantine – gardening specialists, homewares and home furnishing stores were not. A sudden search for marketplaces (such as Mercado Livre, Amazon, Magazine Luiza and Americanas), third party apps including Rappi, and social commerce (especially through WhatsApp and Instagram) compounded the strongest company response to COVID-19's impact on home an...

Euromonitor International's Home and Garden 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.

**Product coverage:** Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores.

**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 and Garden 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.

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