

# Retail E-Commerce in Brazil

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## Abstracts

The Americanas scandal of accounting inconsistencies, which emerged at the start of 2023, undoubtedly caused a certain amount of noise in Brazilian retail; felt in both offline and online sales, both of which saw a slowing of growth in 2023. However, despite this, and the end of the pandemic – with greater mobility outside of the home – retail e-commerce maintained current value growth in Brazil in 2023, and even continued to outperform offline retail; albeit recording far slower current value g...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

Get a detailed picture of the Retail E-Commerce 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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Euromonitor International  
March 2024

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Despite the Americanas scandal, e-commerce maintains value growth in 2023  
Despite the high number of visits on websites and via apps, AliExpress and Shein serve niches, and have a low average ticket price  
Challenges for players due to high costs and consumers' aversion to paying for shipping

### PROSPECTS AND OPPORTUNITIES

Retail e-commerce set to return to a stronger growth curve in the forecast period  
Americanas remains in the minds of consumers, and is expected to generate good sales via e-commerce  
Amazon will further intensify the competition with MercadoLibre, while some consumers will move away from marketplaces

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