

# Retail in Paraguay

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## Abstracts

Retailing in Paraguay maintained its bounce back in 2022 from the previous year after the market declined in 2020 due to the global pandemic. The full removal of COVID-19 restrictions and the rollout of vaccines facilitated a greater degree of normality and reduced fears of contagion. This enabled retailing sales to rebound. Asunci?n and Ciudad del Este are the main growth seats for modern grocery retailers and non-grocery retailers and are home to the majority of affluent urban consumers.

Euromonitor International's Retail in Paraguay 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, Retail Offline.

**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 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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