

Supermarkets in Brazil

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Abstracts

Supermarkets maintained growth in both current value terms and in terms of outlet numbers in Brazil in 2023. Grupo Mateus was one player that contributed strongly to growth in this year. The group's growth trajectory began in Balsas, in the state of Maranhão, in 1986. With operations in supermarkets, as well as cash and carry, wholesale, furniture and appliances, e-commerce, and the bakery industry, it has become one of the largest players in supermarkets in the country, and is the largest in th...

Euromonitor International's Supermarkets 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 Supermarkets 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

Supermarkets in Brazil
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

SUPERMARKETS IN BRAZIL
KEY DATA FINDINGS

2023 DEVELOPMENTS

Grupo Mateus continues its aggressive expansion plan
Casino's announcement of the sale of its stake in Grupo Pão de Açúcar means its exit from Brazil

Local retailer Supermercados BH advances in another state

PROSPECTS AND OPPORTUNITIES

In the early forecast period supermarkets will continue to close loss-making outlets
Acquisitions and sales expected to continue in the forecast period
Players in supermarkets will need to reinvent their brands to survive

CHANNEL DATA

Table 1 Supermarkets: Value Sales, Outlets and Selling Space 2018-2023
Table 2 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 3 Supermarkets GBO Company Shares: % Value 2019-2023
Table 4 Supermarkets GBN Brand Shares: % Value 2020-2023
Table 5 Supermarkets LBN Brand Shares: Outlets 2020-2023
Table 6 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 7 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

RETAIL IN BRAZIL

EXECUTIVE SUMMARY

Retail in 2023: The big picture
Significant moves by major competitors in grocery retailers
While some retailers are struggling, others are booming
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Tax reform

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Carnival

Consumer Day

Mother's Day

Father's Day

Semana do Brasil (Brazil week)

Client Day

Children's day

Black Friday and Cyber Monday

Christmas

Summer

Back to school

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 10 Sales in Retail Offline by Channel: Value 2018-2023

Table 11 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 12 Retail Offline Outlets by Channel: Units 2018-2023

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 14 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 18 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 20 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 23 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 24 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 25 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 26 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 27 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 28 Retail GBO Company Shares: % Value 2019-2023

Table 29 Retail GBN Brand Shares: % Value 2020-2023
Table 30 Retail Offline GBO Company Shares: % Value 2019-2023
Table 31 Retail Offline GBN Brand Shares: % Value 2020-2023
Table 32 Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 33 Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 34 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 35 Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 36 Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 37 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 38 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 39 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 40 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 42 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 43 Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 44 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 45 Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 46 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 47 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 48 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 50 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 51 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 52 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 53 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 54 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 56 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 57 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 58 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 59 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 60 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth

2023-2028

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SOURCES

Summary 2 Research Sources

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