

Discounters in Brazil

Market Direction | 2023-03-27 | 37 pages | Euromonitor

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Report description:

While Brazilians were already price-sensitive prior to the pandemic, the discounters model had failed to appeal to the country's vast middle-class, a consumer base that is crucial for success in any retail channel. As a result, sales through discounters in Brazil were already declining in 2019, deepened by the emergence of COVID-19, as many local consumers displayed a greater preference for proximity outlets in their neighbourhoods such as convenience stores and small supermarkets. Discounters t...

Euromonitor International's Discounters 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 Discounters 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.

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