

## **Convenience Retailers in Brazil**

Market Direction | 2024-03-12 | 42 pages | Euromonitor

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### **Report description:**

In 2023, convenience retailers in Brazil maintained retail current value growth, and also returned to growth in outlet numbers, as consumers looked to shop for essentials close to home. OXXO was one retailer which opened more stores at the end of the review period. The brand aims to address all consumer needs, from offering essentials for the home, including fresh bread from its own bakery, to on-the-go consumption needs, to a place for consumers to socialise. OXXO proximity stores, or neighbour...

Euromonitor International's Convenience 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: Convenience Stores, Forecourt Retailers.

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

Why buy this report?

- \* Get a detailed picture of the Convenience 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.

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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Convenience Retailers in Brazil  
Euromonitor International  
March 2024

List Of Contents And Tables

### **CONVENIENCE RETAILERS IN BRAZIL**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

OXXO moves to open more stores

Supermercado Hirota makes changes across its brands

AMPM installs street stores, stores in business condominiums, and in residential condominiums

#### **PROSPECTS AND OPPORTUNITIES**

Americanas will continue its business restructuring after entering judicial recovery, affecting Local Americanas and BR Mania

OXXO could potentially expand into forecourt retailers

New stores expected to continue to open between 2024 and 2028

#### **CHANNEL DATA**

Table 1 Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 2 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Sales in Convenience Retailers by Channel: Value 2018-2023

Table 4 Sales in Convenience Retailers by Channel: % Value Growth 2018-2023

Table 5 Convenience Retailers GBO Company Shares: % Value 2019-2023

Table 6 Convenience Retailers GBN Brand Shares: % Value 2020-2023

Table 7 Convenience Retailers LBN Brand Shares: Outlets 2020-2023

Table 8 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 9 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 10 □Forecast Sales in Convenience Retailers by Channel: Value 2023-2028

Table 11 □Forecast Sales in Convenience Retailers by Channel: % Value 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

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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 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023  
Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023  
Table 14 Sales in Retail Offline by Channel: Value 2018-2023  
Table 15 Sales in Retail Offline by Channel: % Value Growth 2018-2023  
Table 16 Retail Offline Outlets by Channel: Units 2018-2023  
Table 17 Retail Offline Outlets by Channel: % Unit Growth 2018-2023  
Table 18 Sales in Retail E-Commerce by Product: Value 2018-2023  
Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023  
Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 21 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 22 □Sales in Grocery Retailers by Channel: Value 2018-2023  
Table 23 □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 24 □Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 25 □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 26 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 27 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 28 □Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
Table 29 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 30 □Non-Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 31 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 32 □Retail GBO Company Shares: % Value 2019-2023  
Table 33 □Retail GBN Brand Shares: % Value 2020-2023  
Table 34 □Retail Offline GBO Company Shares: % Value 2019-2023  
Table 35 □Retail Offline GBN Brand Shares: % Value 2020-2023  
Table 36 □Retail Offline LBN Brand Shares: Outlets 2020-2023  
Table 37 □Retail E-Commerce GBO Company Shares: % Value 2019-2023  
Table 38 □Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
Table 39 □Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 40 □Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 41 □Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 42 □Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 43 □Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 44 □Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 45 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
Table 46 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
Table 47 □Forecast Sales in Retail Offline by Channel: Value 2023-2028  
Table 48 □Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
Table 49 □Forecast Retail Offline Outlets by Channel: Units 2023-2028

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Table 50 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
Table 51 □Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
Table 52 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
Table 53 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 54 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 55 □Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
Table 56 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 57 □Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 58 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 60 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
Table 62 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 64 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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