

## **Discounters in Brazil**

Market Direction | 2024-03-12 | 39 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

After several years of decline, discounters returned to low growth in current value terms in Brazil in 2023. However, outlet numbers continued to fall, and the channel has not been performing well compared with other grocery retail channels. The discounters model has failed to appeal to the country's vast middle-class, a consumer base that is crucial for success in any retail channel. For instance, the Dia % chain closed several stores in recent years. In 2020, activities in the state of Rio Gra...

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.

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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Discounters in Brazil  
Euromonitor International  
March 2024

### List Of Contents And Tables

#### DISCOUNTERS IN BRAZIL

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Restructuring of Dia %, including reducing franchises and closing loss-making stores

Todo Dia also reduces its number of stores, but maintains a presence in the Northeast and South regions

##### PROSPECTS AND OPPORTUNITIES

The strength of private label within discounters likely to ensure some growth

The Spanish player Dia plans to sell its operations in Brazil

##### CHANNEL DATA

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

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

Table 3 Discounters GBO Company Shares: % Value 2019-2023

Table 4 Discounters GBN Brand Shares: % Value 2020-2023

Table 5 Discounters LBN Brand Shares: Outlets 2020-2023

Table 6 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 7 Discounters 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Discounters in Brazil

Market Direction | 2024-03-12 | 39 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com