

General Merchandise Stores in Brazil

Market Direction | 2024-03-12 | 41 pages | Euromonitor

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Report description:

Although the number of outlets in general merchandise stores saw a slight rise in Brazil in 2023, current value sales saw a significant (double-digit) decline. With the accounting inconsistencies of Americanas in recent years coming to light at the beginning of 2023, this player saw a significant sales decline, which was one of the main factors driving the decline in variety stores and overall general merchandise stores in this year. Meanwhile, the larger department stores channel managed to mai...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores 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.

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Euromonitor International
March 2024

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Americanas sets out a new strategy

Lojas Leader in variety stores is in judicial recovery, with debts above BRL1.0 billion, and it is feared it may be unable to avoid bankruptcy

PROSPECTS AND OPPORTUNITIES

Department stores is set to drive growth, especially Havan

Americanas will depend on regaining the trust of suppliers and consumers for its restructuring plan to be successful

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