

Apparel and Footwear Specialists in Brazil

Market Direction | 2025-02-28 | 38 pages | Euromonitor

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Report description:

With the drop in the unemployment rate and a slight improvement in Brazilians' per capita income, the sales of apparel and footwear specialists remained high in 2024, with little movement in current value sales, along with marginal growth in outlet numbers. This was despite strong competition from lower-priced products imported from Asia, sold via e-commerce by companies such as Shein, Shopee, and AliExpress. Many young consumers within lower-income families have the dream of buying from referen...

Euromonitor International's Apparel and Footwear Specialists 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 Apparel and Footwear Specialists 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.

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Table of Contents:

Apparel and Footwear Specialists in Brazil

Euromonitor International

February 2025

List Of Contents And Tables

APPAREL AND FOOTWEAR SPECIALISTS IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Falling unemployment and slight improvement in per capita income help maintain sales in apparel and footwear specialists

Azzas 2154 SA is a new fashion giant in Brazil

Apparel and footwear specialists faces yet another e-commerce heavyweight, in addition to Shein and Shopee

PROSPECTS AND OPPORTUNITIES

Growth anticipated for the forecast period, but the competition will increase

Players will adjust their strategies to defend their shares over 2024-2029

Lojas Marisa likely to continue to experience difficulties throughout the forecast period

CHANNEL DATA

Table 1 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2019-2024

Table 2 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 3 Apparel and Footwear Specialists GBO Company Shares: % Value 2020-2024

Table 4 Apparel and Footwear Specialists GBN Brand Shares: % Value 2021-2024

Table 5 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2021-2024

Table 6 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 7 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

RETAIL IN BRAZIL

EXECUTIVE SUMMARY

Retail in 2024: The big picture

Mergers and acquisitions by strong companies impact retailing in 2024

Warehouse clubs increase their revenue

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2024

Seasonality

Carnival

Consumer Day

Mother's Day

Father's Day

Client Day

Children's Day

Black Friday and Cyber Monday

Christmas

Summer

Back to school

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Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
Table 10 Sales in Retail Offline by Channel: Value 2019-2024
Table 11 Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 12 Retail Offline Outlets by Channel: Units 2019-2024
Table 13 Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 14 Sales in Retail E-Commerce by Product: Value 2019-2024
Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 17 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 18 □Sales in Grocery Retailers by Channel: Value 2019-2024
Table 19 □Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 20 □Grocery Retailers Outlets by Channel: Units 2019-2024
Table 21 □Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 23 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 24 □Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 25 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 26 □Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 27 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 28 □Retail GBO Company Shares: % Value 2020-2024
Table 29 □Retail GBN Brand Shares: % Value 2021-2024
Table 30 □Retail Offline GBO Company Shares: % Value 2020-2024
Table 31 □Retail Offline GBN Brand Shares: % Value 2021-2024
Table 32 □Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 33 □Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 34 □Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 35 □Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 36 □Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 37 □Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 38 □Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 39 □Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 40 □Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 42 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 43 □Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 44 □Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 45 □Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 46 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 47 □Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
Table 48 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 50 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 51 □Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
Table 52 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
Table 53 □Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
Table 54 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 56 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 58 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 60 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 Research Sources

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