

Discounters in Brazil

Market Direction | 2025-02-28 | 37 pages | Euromonitor

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Report description:

Discounters in Brazil saw an exceptional decline in current value terms in 2024. The decline in consumption was associated with the poor results seen by the main players in recent years, which forced them to reduce the number of stores in the Brazilian states in which they operated. For example, Dia Brasil closed 343 stores and three distribution centres during the first months of 2024, focusing its operations only on the city of Sao Paulo, SP. The same was seen by Carrefour with the Todo Dia ch...

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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