

## **General Merchandise Stores in Brazil**

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

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### **Report description:**

General merchandise stores saw double-digit current value growth in Brazil in 2024. Although variety stores maintained a slight declining trend, department stores rebounded to growth, offsetting the decline seen the previous year. With the reduction in the unemployment rate in Brazil, and a relative modest improvement in purchasing power amongst middle-class families, families started to visit general merchandise stores again, especially on weekends and holidays. The increase in the frequency of...

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  
February 2025

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Havan recovers its sales in 2024, after a drop in the previous year

Lojas Leader kept six outlets open in 2024, but these will close their doors

Americanas SA will have to go a long way to regain its credibility with creditors, shareholders, and consumers

#### **PROSPECTS AND OPPORTUNITIES**

Havan will continue to be the leading brand in department stores during the forecast period

Americanas SA set to remain the leader in variety stores during the forecast period

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