

## Retail in Brazil

Market Direction | 2025-02-28 | 111 pages | Euromonitor

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### Report description:

Although 2024 saw a drop in the unemployment rate and a slight improvement in average wages in Brazil, retail still faced macroeconomic challenges. The level of indebtedness of Brazilians, which was around 77% in December 2023, reached a peak of 79% in June 2024, according to the National Confederation of Commerce of Goods, Services and Tourism (CNC), when it then began to experience a moderate decline until the end of the year. The main causes of indebtedness were the increase in inflation, and...

Euromonitor International's Retail 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: Retail E-Commerce, Retail Offline.

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

### Why buy this report?

- \* Get a detailed picture of the Retail 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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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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Positive performances for most convenience retailers in 2024

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