

Supermarkets in Brazil

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

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Report description:

Despite only a marginal increase in outlet numbers in 2024, the current value growth of supermarkets in Brazil was significant, due to inflation on necessities such as grains, milk and dairy products, and coffee, amongst others. Low-income families had to limit themselves to purchasing these goods only, avoiding spending on impulse purchases such as confectionery or beauty and personal care items in this channel. This was reflected on the shelves of the main supermarket chains, mainly in the Bra...

Euromonitor International's Supermarkets 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 Supermarkets 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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