



Euromonitor
International

Discounters in Brazil

May 2026

Table of Contents

Discounters in Brazil - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Structural Decline Deepens as Competition and Convenience Trends Reshape the Channel

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Structural Decline Deepens as Competition and Convenience Trends Reshape the Channel

Convenience-Driven Retailers Capture Demand as Discounters Lose Appeal

Chart 2 - Stronger demand for convenience and practicality is a rising threat to discounters

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Structural Declines Are Set to Persist Due to Rising Competition, Cost Pressures and Shifting Consumer Preferences

Chart 4 - Analyst Insight for Discounters

Erosion of Price-Led Loyalty Is Expected as Convenience-Driven Formats Reshape the Outlook for Discounters

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Dia Brasil Sociedade Ltda Dominates Discounters Following Market Consolidation and the Exit of Competitors

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Discounters

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Discounters

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Brazil - Industry Overview](#)

EXECUTIVE SUMMARY

Resilient Consumer Demand Supports Retail Growth Despite Moderating Economic Expansion

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Resilient Consumer Demand Supports Retail Growth Despite Moderating Economic Expansion

Artificial Intelligence Is Redefining Retail Operations and Customer Engagement

Rapid Adoption of Social Commerce Is Transforming Retail Engagement and Purchasing Behaviour

Chart 15 - Social commerce expands with the entrance of TikTok Shop and Youtube Shopping

Chart 16 - Value Sales 2020-2030

WHAT'S NEXT?

Strong Growth Is Set to Be Driven by Retail E-Commerce, Value Formats, and Rising Consumer Spending

Chart 17 - Analyst Insight for Retail

Ai-Driven Transformation Will Become Increasingly Essential to Remain Competitive

Social Commerce Is Set to Reshape the Path to Purchase and Consumer Engagement

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mercadolibre Accelerates Digital Innovation to Outpace Traditional Leaders

Competitors Focus on Social Commerce and Experiential Physical Retail Formats

Chart 20 - Oxxo launches new flagship stores

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

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

ECONOMIC CONTEXT

Chart 23 - Economic Context for Retail

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Retail

Chart 27 - Population 2020-2030

Chart 28 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/discounters-in-brazil/report.