



Discounters in Brazil

February 2025

Table of Contents

Discounters in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Poor performances and changing strategies lead players to reduce their presence in discounters

Major players in discounters face an uncertain competitive landscape

Costs rise more than profitability in the post-pandemic period

PROSPECTS AND OPPORTUNITIES

Discounters expected to continue to face strong competition from other retail channels

The future of the discounters business model may be defined in the coming years

Not very optimistic expectations for discounters in the forecast period

CHANNEL DATA

Table 1 - Discounters: Value Sales, Outlets and Selling Space 2019-2024

Table 2 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 3 - Discounters GBO Company Shares: % Value 2020-2024

Table 4 - Discounters GBN Brand Shares: % Value 2021-2024

Table 5 - Discounters LBN Brand Shares: Outlets 2021-2024

Table 6 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 7 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Retail in Brazil - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture

Mergers and acquisitions by strong companies impact retailing in 2024

Warehouse clubs increase their revenue

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

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

MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024

Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

Table 10 - Sales in Retail Offline by Channel: Value 2019-2024

Table 11 - Sales in Retail Offline by Channel: % Value Growth 2019-2024

Table 12 - Retail Offline Outlets by Channel: Units 2019-2024

Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024

Table 14 - Sales in Retail E-Commerce by Product: Value 2019-2024

Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 18 - Sales in Grocery Retailers by Channel: Value 2019-2024

Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 20 - Grocery Retailers Outlets by Channel: Units 2019-2024

Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 28 - Retail GBO Company Shares: % Value 2020-2024

Table 29 - Retail GBN Brand Shares: % Value 2021-2024

Table 30 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 31 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 32 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 33 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 35 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 36 - Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 43 - Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 45 - Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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