



**Euromonitor  
International**

# Retail in Brazil

February 2025

Table of Contents

## 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 1 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024

Table 2 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

Table 3 - Sales in Retail Offline by Channel: Value 2019-2024

Table 4 - Sales in Retail Offline by Channel: % Value Growth 2019-2024

Table 5 - Retail Offline Outlets by Channel: Units 2019-2024

Table 6 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024

Table 7 - Sales in Retail E-Commerce by Product: Value 2019-2024

Table 8 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 9 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 10 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 11 - Sales in Grocery Retailers by Channel: Value 2019-2024

Table 12 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 13 - Grocery Retailers Outlets by Channel: Units 2019-2024

Table 14 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 15 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

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

Table 17 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

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

Table 19 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 20 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 21 - Retail GBO Company Shares: % Value 2020-2024

Table 22 - Retail GBN Brand Shares: % Value 2021-2024

Table 23 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 24 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 25 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 26 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 27 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 28 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 29 - Grocery Retailers GBN Brand Shares: % Value 2021-2024  
Table 30 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024  
Table 31 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024  
Table 32 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024  
Table 33 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024  
Table 34 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029  
Table 35 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029  
Table 36 - Forecast Sales in Retail Offline by Channel: Value 2024-2029  
Table 37 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029  
Table 38 - Forecast Retail Offline Outlets by Channel: Units 2024-2029  
Table 39 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029  
Table 40 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029  
Table 41 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029  
Table 42 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029  
Table 43 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029  
Table 44 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029  
Table 45 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029  
Table 46 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029  
Table 47 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029  
Table 48 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029  
Table 49 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029  
Table 50 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029  
Table 51 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029  
Table 52 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029  
Table 53 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## Convenience Retailers in Brazil

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

OXXO's aggressive expansion boosts sales of convenience retailers  
Positive performances for most convenience retailers in 2024  
Americanas SA and Dia Brasil exit convenience retailers

### PROSPECTS AND OPPORTUNITIES

Dynamic growth performance expected during the forecast period  
The opening of more convenience retailers in residential condominiums  
Opening of OXXO stores set to continue at pace

## CHANNEL DATA

Table 54 - Convenience Retailers: Value Sales, Outlets and Selling Space 2019-2024  
Table 55 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024  
Table 56 - Sales in Convenience Retailers by Channel: Value 2019-2024  
Table 57 - Sales in Convenience Retailers by Channel: % Value Growth 2019-2024  
Table 58 - Convenience Retailers GBO Company Shares: % Value 2020-2024  
Table 59 - Convenience Retailers GBN Brand Shares: % Value 2021-2024  
Table 60 - Convenience Retailers LBN Brand Shares: Outlets 2021-2024  
Table 61 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 62 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 63 - Forecast Sales in Convenience Retailers by Channel: Value 2024-2029

Table 64 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2024-2029

## Supermarkets in Brazil

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Inflation on necessities boosts value sales of supermarkets

The entry of private equity into food retail

The alignment of strategies of the main players in supermarkets provides room for the growth of regional chains

### PROSPECTS AND OPPORTUNITIES

Supermarkets expected to see stable growth in the forecast period

Mergers and acquisitions likely over the forecast period 2024-2029

Players in supermarkets will need to reinvent their brands to survive

### CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2019-2024

Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 67 - Supermarkets GBO Company Shares: % Value 2020-2024

Table 68 - Supermarkets GBN Brand Shares: % Value 2021-2024

Table 69 - Supermarkets LBN Brand Shares: Outlets 2021-2024

Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

## Hypermarkets in Brazil

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Warehouse clubs leads grocery retail sales, leaving hypermarkets behind

Carrefour continues to dominate hypermarkets, despite closing a number of outlets

Hypermarkets faces strong competition from warehouse clubs, neighbourhood supermarkets, and convenience retailers

### PROSPECTS AND OPPORTUNITIES

Hypermarkets likely to continue to struggle to compete

Carrefour expected to continue to lead hypermarkets

The continued clash between hypermarkets and warehouse clubs

### CHANNEL DATA

Table 72 - Hypermarkets: Value Sales, Outlets and Selling Space 2019-2024

Table 73 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 74 - Hypermarkets GBO Company Shares: % Value 2020-2024

Table 75 - Hypermarkets GBN Brand Shares: % Value 2021-2024

Table 76 - Hypermarkets LBN Brand Shares: Outlets 2021-2024

Table 77 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 78 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

## Discounters in Brazil

### 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 79 - Discounters: Value Sales, Outlets and Selling Space 2019-2024
- Table 80 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 81 - Discounters GBO Company Shares: % Value 2020-2024
- Table 82 - Discounters GBN Brand Shares: % Value 2021-2024
- Table 83 - Discounters LBN Brand Shares: Outlets 2021-2024
- Table 84 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 85 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Small Local Grocers in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cacau Show invests in the development of 7,000 hectares as cocoa prices rise  
CRM Group’s sales bounce back in 2024, but it faces dispute over “cat’s tongue”  
Small local grocers have to combat competition from other channels

PROSPECTS AND OPPORTUNITIES

Cacau Show will invest resources to diversify its business and drive growth  
Nestlé aligns with the CRM Group plan to expand the number of outlets  
Daily purchases by low- and middle-income families, and the preference for quality and differentiation will boost sales

CHANNEL DATA

- Table 86 - Small Local Grocers: Value Sales, Outlets and Selling Space 2019-2024
- Table 87 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 88 - Small Local Grocers GBO Company Shares: % Value 2020-2024
- Table 89 - Small Local Grocers GBN Brand Shares: % Value 2021-2024
- Table 90 - Small Local Grocers LBN Brand Shares: Outlets 2021-2024
- Table 91 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 92 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

General Merchandise Stores in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

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  
Difficulties will remain for many retailers in general merchandise stores

## CHANNEL DATA

Table 93 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2019-2024

Table 94 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 95 - Sales in General Merchandise Stores by Channel: Value 2019-2024

Table 96 - Sales in General Merchandise Stores by Channel: % Value Growth 2019-2024

Table 97 - General Merchandise Stores GBO Company Shares: % Value 2020-2024

Table 98 - General Merchandise Stores GBN Brand Shares: % Value 2021-2024

Table 99 - General Merchandise Stores LBN Brand Shares: Outlets 2021-2024

Table 100 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 101 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 102 - Forecast Sales in General Merchandise Stores by Channel: Value 2024-2029

Table 103 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2024-2029

## Apparel and Footwear Specialists in Brazil

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Falling unemployment and slight improvement in per capita income help maintain sales in apparel and footwear specialists

Azzas 2154 SA is a new fashion giant in Brazil

Apparel and footwear specialists faces yet another e-commerce heavyweight, in addition to Shein and Shopee

### PROSPECTS AND OPPORTUNITIES

Growth anticipated for the forecast period, but the competition will increase

Players will adjust their strategies to defend their shares over 2024-2029

Lojas Marisa likely to continue to experience difficulties throughout the forecast period

## CHANNEL DATA

Table 104 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2019-2024

Table 105 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 106 - Apparel and Footwear Specialists GBO Company Shares: % Value 2020-2024

Table 107 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2021-2024

Table 108 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2021-2024

Table 109 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 110 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

## Appliances and Electronics Specialists in Brazil

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Interest rates and unemployment versus inflation in 2024

The two leaders see different performances

Climate change influences Brazilians' purchases

### PROSPECTS AND OPPORTUNITIES

More summers with intense heat predicted, which should keep sales of fans and air conditioners high

Tax reform could have a negative impact on sales of major appliances and televisions in the coming years

With the prospect of inflation being controlled within the target, and employment growth, rising sales are expected over the forecast period

## CHANNEL DATA

Table 111 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2019-2024

Table 112 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 113 - Appliances and Electronics Specialists GBO Company Shares: % Value 2020-2024

Table 114 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2021-2024

Table 115 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2021-2024

Table 116 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 117 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

## Home Products Specialists in Brazil

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

The two largest pet superstores merge their operations

After a challenging period, Tok & Stok is acquired by Mobly

Leroy Merlin is still the absolute leader in home improvement and gardening stores

### PROSPECTS AND OPPORTUNITIES

PAC investment likely to drive optimism and growth for home products specialists

After a period of adjustment, Cobasi should expand the number of stores in the coming years

Mobly owners have ambitious plans for Tok & Stok

### CHANNEL DATA

Table 118 - Home Products Specialists: Value Sales, Outlets and Selling Space 2019-2024

Table 119 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 120 - Sales in Home Products Specialists by Channel: Value 2019-2024

Table 121 - Sales in Home Products Specialists by Channel: % Value Growth 2019-2024

Table 122 - Home Products Specialists GBO Company Shares: % Value 2020-2024

Table 123 - Home Products Specialists GBN Brand Shares: % Value 2021-2024

Table 124 - Home Products Specialists LBN Brand Shares: Outlets 2021-2024

Table 125 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 126 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 127 - Forecast Sales in Home Products Specialists by Channel: Value 2024-2029

Table 128 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2024-2029

## Health and Beauty Specialists in Brazil

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Independent perfumeries lead sales in beauty specialists in 2024

Domestic chain of beauty specialists leads sales through franchises

Mundo Verde is the largest chain offering natural and healthy products in Latin America

### PROSPECTS AND OPPORTUNITIES

Pharmacies set to maintain its strong growth trend through outlet expansion

Growth in formal employment will have a positive impact on stores that sell beauty and health products

Recent acquisitions will bring new investments

### CHANNEL DATA

Table 129 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2019-2024

Table 130 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 131 - Sales in Health and Beauty Specialists by Channel: Value 2019-2024

Table 132 - Sales in Health and Beauty Specialists by Channel: % Value Growth 2019-2024

Table 133 - Health and Beauty Specialists GBO Company Shares: % Value 2020-2024

Table 134 - Health and Beauty Specialists GBN Brand Shares: % Value 2021-2024

Table 135 - Health and Beauty Specialists LBN Brand Shares: Outlets 2021-2024

Table 136 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 137 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 138 - Forecast Sales in Health and Beauty Specialists by Channel: Value 2024-2029

Table 139 - Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2024-2029

Vending in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Convenience and contactless payments favour vending sales
- Coca-Cola leads vending thanks to sales of carbonates
- Product diversification is a reality for new vending machines

PROSPECTS AND OPPORTUNITIES

- Brazil is still a small market for vending compared with others globally, offering potential for growth
- Technology, quick stock replenishment, and payment diversity will guarantee the success of vending machines
- Challenge to vending sales, with competition from neighbourhood stores

CHANNEL DATA

Table 140 - Vending by Product: Value 2019-2024

Table 141 - Vending by Product: % Value Growth 2019-2024

Table 142 - Vending GBO Company Shares: % Value 2020-2024

Table 143 - Vending GBN Brand Shares: % Value 2021-2024

Table 144 - Vending Forecasts by Product: Value 2024-2029

Table 145 - Vending Forecasts by Product: % Value Growth 2024-2029

Direct Selling in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Beauty and personal care leads direct selling in 2024
- Natura&Co divests The Body Shop and AESOP
- Multi-brand sales representatives grow

PROSPECTS AND OPPORTUNITIES

- Growth in formal employment could impact direct selling in the short term
- A move into other channels, especially for players in beauty and personal care
- Relationship-based sales set to continue, but adapt

CHANNEL DATA

Table 146 - Direct Selling by Product: Value 2019-2024

Table 147 - Direct Selling by Product: % Value Growth 2019-2024

Table 148 - Direct Selling GBO Company Shares: % Value 2020-2024

Table 149 - Direct Selling GBN Brand Shares: % Value 2021-2024

Table 150 - Direct Selling Forecasts by Product: Value 2024-2029

Table 151 - Direct Selling Forecasts by Product: % Value Growth 2024-2029

Retail E-Commerce in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Retail e-commerce already holds a significant share of retail sales in Brazil



Mercado Libre becomes the most valuable company in Latin America in 2024  
New international players intensify their presence

PROSPECTS AND OPPORTUNITIES

Brazil expected to see an increase in the share of e-commerce in retail  
Competition set to intensify in the coming years  
Fierce competition is also expected amongst small players

CHANNEL DATA

- Table 152 - Retail E-Commerce by Channel: Value 2019-2024
- Table 153 - Retail E-Commerce by Channel: % Value Growth 2019-2024
- Table 154 - Retail E-Commerce by Product: Value 2019-2024
- Table 155 - Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 156 - Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 157 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 158 - Forecast Retail E-Commerce by Channel: Value 2024-2029
- Table 159 - Forecast Retail E-Commerce by Channel: % Value Growth 2024-2029
- Table 160 - Forecast Retail E-Commerce by Product: Value 2024-2029
- Table 161 - Forecast Retail E-Commerce by Product: % Value Growth 2024-2029

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/retail-in-brazil/report](http://www.euromonitor.com/retail-in-brazil/report).