



Retail in Brazil

May 2026

Table of Contents

EXECUTIVE SUMMARY

Resilient Consumer Demand Supports Retail Growth Despite Moderating Economic Expansion

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - 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 2 - Social commerce expands with the entrance of TikTok Shop and Youtube Shopping

Chart 3 - 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 4 - 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 5 - Forecast Value Sales 2020-2030

Chart 6 - 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 7 - Oxxo launches new flagship stores

Chart 8 - Company Shares 2025

Chart 9 - 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 10 - Economic Context for Retail

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail
Chart 14 - Population 2020-2030
Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Convenience Retailers in Brazil

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Urban Expansion and Shifting Consumer Routines Drive Growth in Convenience Retailers

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Convenience Retailers

INDUSTRY PERFORMANCE

Urban Expansion and Shifting Consumer Routines Drive Growth in Convenience Retailers
Redefining Retail Convenience through On-Premise Consumption and Extended Dwell Time
Reconceptualising Physical Retail Space through Branded and Experiential Environments
Chart 17 - Oxxo launches a range of flagship stores
Chart 18 - Value Sales 2020-2030
Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Growth Will Be Driven by Store Expansion and Evolving Proximity-Based Consumption Habits
Chart 20 - Analyst Insight for Convenience Retailers
Retailers Are Expected to Introduce Social Spaces and Tailored Flagship Experiences
Urbanisation and Stable Consumer Expenditure Are Set to Sustain Momentum
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Consolidation Intensifies as Leading Convenience Retailers Expand Share and Scale Operations
Urban Demand and Format Innovation Reshape Competitive Positioning in Convenience Retailers
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Convenience Retailers
Chart 26 - Real Gdp Growth 2020-2030
Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Convenience Retailers
Chart 29 - Population 2020-2030
Chart 30 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Supermarkets in Brazil

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Growth Is Driven by Scale, Consumer Resilience, and Structural Advantages Despite Macroeconomic Constraints

KEY INDUSTRY TRENDS

Chart 31 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Growth Is Driven by Scale, Consumer Resilience, and Structural Advantages Despite Macroeconomic Constraints

Ai Adoption and Private Label Expansion Redefine Competitive Dynamics in Brazilian Supermarkets

Chart 32 - Pão de Açúcar continues to invest in its private label range

Consumers' Search for Value Strengthens At-Home Grocery Habits and Supermarket Loyalty

Chart 33 - Analyst Insight for Supermarkets

Chart 34 - Value Sales 2020-2030

WHAT'S NEXT?

Ai-Driven Personalisation and Private Label Expansion Build Shopper Loyalty

Retailers Are Set to Expand Health-Focused Aisles to Capture Wellness Demand

Chart 35 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Supermarket Consolidation Intensifies as Scale, Efficiency, and Convenience Drive Share Gains

Chart 36 - Company Shares 2025

Chart 37 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 38 - Economic Context for Supermarkets

Chart 39 - Real Gdp Growth 2020-2030

Chart 40 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 41 - Consumer Context for Supermarkets

Chart 42 - Population 2020-2030

Chart 43 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hypermarkets in Brazil](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Carrefour Shifts Investment to Warehouse Clubs as Affordability Drives Change

KEY INDUSTRY TRENDS

Chart 44 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Carrefour Shifts Investment to Warehouse Clubs as Affordability Drives Change

Chart 45 - Carrefour SA focuses on the expansion of warehouse clubs

Hypermarkets Leverage Ai to Optimise Stock and Reduce Waste

Chart 46 - Value Sales 2020-2030

WHAT'S NEXT?

Modest Growth Is Expected during Intensifying Competition and Ai-Driven Transformation

Chart 47 - Analyst Insight for Hypermarkets

Retail Investment Will Shift toward Convenience-Driven Formats

Chart 48 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

High Concentration Persists as Carrefour Dominates, but Signals a Strategic Shift

Chart 49 - Company Shares 2025

Chart 50 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 51 - Economic Context for Hypermarkets

Chart 52 - Real Gdp Growth 2020-2030

Chart 53 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 54 - Consumer Context for Hypermarkets

Chart 55 - Population 2020-2030

Chart 56 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Discounters in Brazil](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Structural Decline Deepens as Competition and Convenience Trends Reshape the Channel

KEY INDUSTRY TRENDS

Chart 57 - 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 58 - Stronger demand for convenience and practicality is a rising threat to discounters

Chart 59 - Value Sales 2020-2030

WHAT'S NEXT?

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

Chart 60 - Analyst Insight for Discounters

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

Chart 61 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

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

Chart 62 - Company Shares 2025

Chart 63 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 64 - Economic Context for Discounters

Chart 65 - Real Gdp Growth 2020-2030

Chart 66 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 67 - Consumer Context for Discounters

Chart 68 - Population 2020-2030

Chart 69 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Small Local Grocers in Brazil

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Proximity-Driven Shoppers Maintain Value Growth through Everyday Essentials

INDUSTRY PERFORMANCE

Proximity-Driven Shoppers Maintain Value Growth through Everyday Essentials

Chart 70 - Value Sales 2020-2030

WHAT'S NEXT?

Larger Retailers with Aggressive Prices Are Set to Challenge Small Local Grocers

Chart 71 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Neighbourhood Shops Preserve Independence and Consumer Proximity

Chart 72 - Company Shares 2025

Chart 73 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 74 - Economic Context for Small Local Grocers

Chart 75 - Real Gdp Growth 2020-2030

Chart 76 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 77 - Consumer Context for Small Local Grocers

Chart 78 - Population 2020-2030

Chart 79 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

General Merchandise Stores in Brazil

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Return to Growth Amid Cautious Consumer Recovery

KEY INDUSTRY TRENDS

Chart 80 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

General Merchandise Stores Return to Growth Amid Cautious Consumer Recovery

Department Stores Lead Growth and Capture Demand for One-Stop Value Shopping

Chart 81 - Havan expands its nationwide store network during retail consolidation in Brazil

Discount-Led Retail Drives Growth as Price Sensitivity Persists

Chart 82 - Value Sales 2020-2030

Chart 83 - Value Sales by Category 2025

WHAT'S NEXT?

General Merchandise Stores Are Set for Steady Growth through Market Consolidation

Chart 84 - Analyst Insight for General Merchandise Stores

Smaller Store Formats Are Expected to Accelerate as Urban Rent Reshapes Retail
Variety Stores Will Lead Growth and Scale While Department Stores Expand Steadily through to 2030
Chart 85 - Forecast Value Sales 2020-2030
Chart 86 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Rising Market Consolidation Is Driven by Leading Players' Expansion and Repositioning
Chart 87 - Company Shares 2025
Chart 88 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 89 - Economic Context for General Merchandise Stores
Chart 90 - Real Gdp Growth 2020-2030
Chart 91 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 92 - Consumer Context for General Merchandise Stores
Chart 93 - Population 2020-2030
Chart 94 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear Specialists in Brazil](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Localisation and Regulatory Shifts Drive Growth in Apparel and Footwear Specialists

KEY INDUSTRY TRENDS

Chart 95 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Localisation and Regulatory Shifts Drive Growth in Apparel and Footwear Specialists
Chart 96 - C&A brazil accelerates its omnichannel strategy to capture post-tax demand
Polarisation of Demand between Value and Premium Segments
Digital Transformation and Omnichannel Integration Redefine Convenience and Competitiveness
Chart 97 - Track&Field elevates retail convenience with its wellness experiences
Chart 98 - Value Sales 2020-2030

WHAT'S NEXT?

Sustained Growth Is Set to Be Driven by Physical Retail Resilience
Chart 99 - Analyst Insight for Apparel and Footwear Specialists
Omnichannel Integration and Ai-Driven Retail Transformation Will Support Future Growth
Rising Consumer Expenditure and Stable Inflation Are Set to Support Value Growth
Chart 100 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Moderate Market Concentration and Omnichannel-Led Differentiation in Apparel and Footwear Specialists
The Consolidation of Grupo Soma and Arezzo & Co, Forming Azzas 2154, Strengthens Premium Womenswear
Chart 101 - Company Shares 2025
Chart 102 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 103 - Economic Context for Apparel and Footwear Specialists

Chart 104 - Real Gdp Growth 2020-2030

Chart 105 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 106 - Consumer Context for Apparel and Footwear Specialists

Chart 107 - Population 2020-2030

Chart 108 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Appliances and Electronics Specialists in Brazil](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Digital Transformation and E-Commerce Expansion Sustain Growth in Appliances and Electronics Specialists

KEY INDUSTRY TRENDS

Chart 109 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Digital Transformation and E-Commerce Expansion Sustain Growth in Appliances and Electronics Specialists

Chart 110 - Magazine Luiza expands its digital ecosystem

Credit Innovation and Experience-Led Differentiation Shape Appliances and Electronics Specialists

Chart 111 - Casas Bahia reinforces omnichannel and credit innovation

Chart 112 - Value Sales 2020-2030

WHAT'S NEXT?

Retail E-Commerce Expansion Will Reshape Growth Dynamics, While Physical Retail Retains Relevance

Omnichannel Transformation and Fulfilment Innovation Are Set to Drive Competitive Advantage

Chart 113 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Highly Fragmented Market with Intensifying Competition From Pure Online Players

Chart 114 - Company Shares 2025

Chart 115 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 116 - Economic Context for Appliances and Electronics Specialists

Chart 117 - Real Gdp Growth 2020-2030

Chart 118 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 119 - Consumer Context for Appliances and Electronics Specialists

Chart 120 - Population 2020-2030

Chart 121 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Products Specialists in Brazil](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Modest Growth and Consolidation Drive a Shift toward Omnichannel Retail

KEY INDUSTRY TRENDS

Chart 122 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Modest Growth and Consolidation Drive a Shift toward Omnichannel Retail

Chart 123 - Moby acquires Tok&Stok to consolidate the market in Brazil

Growth for Pet Shops and Superstores Is Driven by Rising Pet Ownership and Premiumisation

Acceleration of Omnichannel Retail and Product-Led Innovation Transforms Competitive Strategies

Chart 124 - Petlove expands its omnichannel strategy with mobile-first convenience

Chart 125 - Value Sales 2020-2030

Chart 126 - Value Sales by Category 2025

WHAT'S NEXT?

Growth in Home Products Specialists Is Set to Be Driven by Pet Care Expansion and Affordable Home Improvements

Chart 127 - Analyst Insight for Home Products Specialists

Omnichannel Transformation and Value-Driven Consumption Are Set to Shape the Future of Home Products Specialists

Chart 128 - Forecast Value Sales 2020-2030

Chart 129 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leroy Merlin Cia Brasileira De Bricolagem Strengthens Its Leadership in a Highly Fragmented Market

Chart 130 - Company Shares 2025

Chart 131 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 132 - Economic Context for Home Products Specialists

Chart 133 - Real Gdp Growth 2020-2030

Chart 134 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 135 - Consumer Context for Home Products Specialists

Chart 136 - Population 2020-2030

Chart 137 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Health and Beauty Specialists in Brazil](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Pharmacy-Led Consolidation and Essential Demand Drives Sustained Growth

KEY INDUSTRY TRENDS

Chart 138 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Pharmacy-Led Consolidation and Essential Demand Drives Sustained Growth

Chart 139 - Pague Menos accelerates Extrafarma Store conversions to consolidate its market position

Omnichannel Convenience and In-Store Health Services Redefine Competition in Health and Beauty Specialists

Chart 140 - Raia Drogasil expands its omnichannel services with click-and-collect

Chart 141 - Value Sales 2020-2030

Chart 142 - Value Sales by Category 2025

WHAT'S NEXT?

Pharmacies Are Set to Expand Health Services to Anchor Growth in Wellness

Chart 143 - Analyst Insight for Health and Beauty Specialists

Retailers Will Leverage Omnichannel Integration to Meet Rising Consumer Expectations

Value-Driven Innovation Is Expected to Shape Competitive Positioning

Chart 144 - Forecast Value Sales 2020-2030

Chart 145 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Consolidation Accelerates as Scale, Omnichannel Strength, and Differentiation Reshape Competition in Brazil

Chart 146 - Company Shares 2025

Chart 147 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 148 - Economic Context for Health and Beauty Specialists

Chart 149 - Real Gdp Growth 2020-2030

Chart 150 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 151 - Consumer Context for Health and Beauty Specialists

Chart 152 - Population 2020-2030

Chart 153 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Vending in Brazil](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

The Vending Market Grows as Convenience Demand Offsets Economic Caution

INDUSTRY PERFORMANCE

The Vending Market Grows as Convenience Demand Offsets Economic Caution

Drinks and Tobacco Leads the Brazilian Vending Market, While Foods Vending Supports Strong Value Growth

Product Diversification Attracts New Users and Stimulates Demand

Chart 154 - Value Sales 2020-2030

Chart 155 - Value Sales by Category 2025

WHAT'S NEXT?

A Rising Preference for Convenience Stores Will Challenge Sales through Vending

Operators Are Expected to Adopt Payment Technology and AI to Boost Consumer Appeal

Chart 156 - Forecast Value Sales 2020-2030

Chart 157 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Coca-Cola Indústrias Sustains Its Leadership as Fragmentation Increases

Chart 158 - Company Shares 2025

Chart 159 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 160 - Economic Context for Vending

Chart 161 - Real Gdp Growth 2020-2030

Chart 162 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 163 - Consumer Context for Vending

Chart 164 - Population 2020-2030

Chart 165 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Direct Selling in Brazil](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Demonstrates Resilient Growth Led by Rising Demand for Essential Goods

KEY INDUSTRY TRENDS

Chart 166 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Direct Selling Demonstrates Resilient Growth Led by Rising Demand for Essential Goods

Natura and Avon Leverage Social Platforms to Expand Digital Commerce

Chart 167 - Natura invests in social commerce strategies

Chart 168 - Value Sales 2020-2030

Chart 169 - Value Sales by Category 2025

WHAT'S NEXT?

Direct Selling Is Set for Steady Growth, Supported by Beauty Dominance Despite Rising Channel Competition

Chart 170 - Analyst Insight for Direct Selling

Health and Beauty Direct Selling Will Lead Growth, While Food Direct Selling Continues to Expand

Social Commerce and Younger Consultants Are Set to Redefine Sales Relationships

Chart 171 - Forecast Value Sales 2020-2030

Chart 172 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Natura Cosméticos Sa Leverages Ai and Startups to Strengthen Its Lead in Direct Sales

Chart 173 - Company Shares 2025

Chart 174 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 175 - Economic Context for Direct Selling

Chart 176 - Real Gdp Growth 2020-2030

Chart 177 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 178 - Consumer Context for Direct Selling

Chart 179 - Population 2020-2030

Chart 180 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail E-Commerce in Brazil](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Growth Accelerates, Driven by Marketplaces and Rising Digital Adoption

KEY INDUSTRY TRENDS

Chart 181 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Retail E-Commerce Growth Accelerates, Driven by Marketplaces and Rising Digital Adoption

Artificial Intelligence Transforms Logistics and Personalisation across Retail E-Commerce

TikTok and Youtube Accelerate Social Commerce Adoption through New Shopping Features

Chart 182 - TikTok and YouTube enter the social commerce space in Brazil

Chart 183 - Value Sales 2020-2030

Chart 184 - Value Sales by Category 2025

WHAT'S NEXT?

Sustained Growth Is Set to Be Driven by Marketplaces and Structural Digital Adoption

Chart 185 - Analyst Insight for Retail E-Commerce

Social Commerce and Omnichannel Strategies Will Accelerate Consumer Engagement

Chart 186 - Forecast Value Sales 2020-2030

Chart 187 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Concentration Intensifies, Driven by Marketplace Dominance and Digital Infrastructure Leadership

Magazine Luiza Introduces Ai-Powered Commerce to Boost Engagement

Chart 188 - Company Shares 2025

Chart 189 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 190 - Economic Context for Retail E-Commerce

Chart 191 - Real Gdp Growth 2020-2030

Chart 192 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 193 - Consumer Context for Retail E-Commerce

Chart 194 - Population 2020-2030

Chart 195 - 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/retail-in-brazil/report.