



**Euromonitor
International**

General Merchandise Stores in Brazil

February 2025

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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
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DISCLAIMER

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