



Euromonitor
International

Discounters in Brazil

February 2025

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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

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Retail in Brazil - Industry Overview

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