

Hypermarkets in Brazil

February 2025

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Hypermarkets in Brazil - Category analysis

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

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Retail in Brazil - Industry Overview

EXECUTIVE SUMMARY

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OPERATING ENVIRONMENT

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