



Euromonitor  
International

# Supermarkets in Brazil

February 2025

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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

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Retail in Brazil - Industry Overview

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- What next for retail?

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- Informal retail
- Opening hours for physical retail
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- Consumer Day
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