



Supermarkets in Brazil

March 2024

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Supermarkets in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Grupo Mateus continues its aggressive expansion plan

Casino's announcement of the sale of its stake in Grupo Pão de Açúcar means its exit from Brazil

Local retailer Supermercados BH advances in another state

PROSPECTS AND OPPORTUNITIES

In the early forecast period supermarkets will continue to close loss-making outlets

Acquisitions and sales expected to continue in the forecast period

Players in supermarkets will need to reinvent their brands to survive

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Significant moves by major competitors in grocery retailers

While some retailers are struggling, others are booming

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Tax reform

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Carnival

Consumer Day

Mother's Day

Father's Day

Semana do Brasil (Brazil week)

Client Day

Children's day

Black Friday and Cyber Monday

Christmas

Summer

Back to school

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