



Euromonitor
International

Apparel and Footwear Specialists in Brazil

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Falling unemployment and slight improvement in per capita income help maintain sales in apparel and footwear specialists
Azzas 2154 SA is a new fashion giant in Brazil
Apparel and footwear specialists faces yet another e-commerce heavyweight, in addition to Shein and Shopee

PROSPECTS AND OPPORTUNITIES

Growth anticipated for the forecast period, but the competition will increase
Players will adjust their strategies to defend their shares over 2024-2029
Lojas Marisa likely to continue to experience difficulties throughout the forecast period

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Retail in Brazil - Industry Overview

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Retail in 2024: The big picture
Mergers and acquisitions by strong companies impact retailing in 2024
Warehouse clubs increase their revenue
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
- Summary 1 - Standard Opening Hours by Channel Type 2024
- Seasonality
- Carnival
- Consumer Day
- Mother's Day
- Father's Day
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- Children's Day
- Black Friday and Cyber Monday
- Christmas
- Summer
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