



General Merchandise Stores in Brazil

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Havan recovers its sales in 2024, after a drop in the previous year
- Lojas Leader kept six outlets open in 2024, but these will close their doors
- Americanas SA will have to go a long way to regain its credibility with creditors, shareholders, and consumers

PROSPECTS AND OPPORTUNITIES

- Havan will continue to be the leading brand in department stores during the forecast period
- Americanas SA set to remain the leader in variety stores during the forecast period
- Difficulties will remain for many retailers in general merchandise stores

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- What next for retail?

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