



Retail in Brazil

March 2024

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- OXXO moves to open more stores
- Supermercado Hirota makes changes across its brands
- AMPM installs street stores, stores in business condominiums, and in residential condominiums

PROSPECTS AND OPPORTUNITIES

- Americanas will continue its business restructuring after entering judicial recovery, affecting Local Americanas and BR Mania
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Nestlé Brasil enters Brazilian retail by acquiring the Kopenhagen/Brasil Cacau chains

Small everyday purchases favour sales at small local grocers

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Americanas sets out a new strategy

Lojas Leader in variety stores is in judicial recovery, with debts above BRL1.0 billion, and it is feared it may be unable to avoid bankruptcy

PROSPECTS AND OPPORTUNITIES

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The long-standing crisis for Lojas Marisa causes it to enter into judicial recovery and close nearly 100 stores in 2023

PROSPECTS AND OPPORTUNITIES

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Via Varejo/Grupo Casas Bahia aims to improve its financial indicators

National group Magazine Luiza faces challenges in 2023

PROSPECTS AND OPPORTUNITIES

With the prospect of increasing employment and an improvement in family income, growth is expected over the forecast period

Climate change, with drought in the north and floods in the south, and the prospect of more intense summer heat signal strong sales of fans and air conditioners

Paris Olympic Games expected to boost sales of electronics, especially televisions

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In 2023 C&C is sold, and Telha Norte restructures

Petlove hopes to reach the sales barrier of BRL1.5 billion with physical and online sales, and health plans for pets

PROSPECTS AND OPPORTUNITIES

Approval of tax reform and confidence that the economic environment will heat up will be triggers for growth

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O Boticário maintains its strong lead in beauty specialists

Soneda innovates with A Casa da Beleza, which in addition to retail, has hair salon services, and focuses on sustainability

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Challenges for players due to high costs and consumers' aversion to paying for shipping

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Retail e-commerce set to return to a stronger growth curve in the forecast period

Americanas remains in the minds of consumers, and is expected to generate good sales via e-commerce

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