



Vending in Brazil

March 2024

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Vending in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vending is a small but growing channel
Diversification of the products available via vending
New players enter an already fragmented channel

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Healthier product references increasingly likely to be seen in vending machines
Move towards dynamic QR codes set to continue

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Significant moves by major competitors in grocery retailers
While some retailers are struggling, others are booming
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OPERATING ENVIRONMENT

Informal retail
Tax reform
Opening hours for physical retail
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Seasonality
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