



Convenience Retailers in Brazil

March 2024

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Convenience Retailers in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

OXXO could potentially expand into forecourt retailers

New stores expected to continue to open between 2024 and 2028

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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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