



Small Local Grocers in Brazil

March 2024

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Small Local Grocers in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Expansion of the Cacau Show and Kopenhagen/Chocolates Brasil Cacau franchises is not compromised by the Brazilian retail crisis

Nestlé Brasil enters Brazilian retail by acquiring the Kopenhagen/Brasil Cacau chains

Small everyday purchases favour sales at small local grocers

PROSPECTS AND OPPORTUNITIES

Interesting competition expected between Cacau Show and Nestlé Brasil during the forecast period

Demand across the income spectrum will favour sales in small local grocers

E-commerce may help drive footfall in the forecast period

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Retail in 2023: The big picture

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

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Black Friday and Cyber Monday

Christmas

Summer

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