



Retail E-Commerce in Brazil

March 2024

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Retail E-Commerce in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite the Americanas scandal, e-commerce maintains value growth in 2023

Despite the high number of visits on websites and via apps, AliExpress and Shein serve niches, and have a low average ticket price

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

PROSPECTS AND OPPORTUNITIES

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

Amazon will further intensify the competition with MercadoLibre, while some consumers will move away from marketplaces

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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

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Seasonality

Carnival

Consumer Day

Mother's Day

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Semana do Brasil (Brazil week)

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Summer

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