

Food and Drink Retailing - Brazil - April 2014

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"The food and drink retailing sector in Brazil is highly competitive and dynamic. Brazilian towns everywhere are dotted with all types of outlets, ranging from hypermarkets to small bakers. Retailers must cater to demanding customers both in the local neighbourhood shops and in the more distant hypermarkets, and place emphasis on the price proposition."

– Victor Fraga, Senior Analyst

This report looks at the following areas:

- How fast is the food and drink retailing sector growing in Brazil, and why?
- What are the most popular outlets, and is that changing?
- Is Brazil ready for self-checkout and e-commerce?
- What are "whole-retailers", and what makes them unique?

The food and drink market in Brazil is forecast to grow. This is similar to the growth experienced between 2008 and 2013, which totalled 45.3%.

GDP growth, and consequently growth in the food and drink retail sector, will slow down in 2015 and 2016, after the effects of the World Cup (2014) and the Olympics (2016) wear off. Property prices are also expected to have a negative impact on GDP growth.

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