

Supermarkets and Hypermarkets - Brazil - December 2016

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“The grocery retail world is quite competitive and operators that can offer new products and services will certainly stand out and get ahead of the competition.”

– **Andre Euphrasio, Research Analyst**

This report looks at the following areas:

- **Creating more attractive loyalty programs**

Total Brazil grocery retailing sales grew 7% in 2015 and are estimated to reach R\$532.9 billion in 2016 (9% growth year-over-year compared to 2015). Looking ahead, sales are forecast to reach R\$805.6 billion by 2021.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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