

January 2014

Supermarkets and Hypermarkets - Brazil

"The food retail sector has benefitted more than most from social and economic changes in Brazil. Consumer demands have started to evolve, and food retailers have had to adapt their formats to satisfy these. Some formats (such as convenience stores and mini-markets) have grown in importance, while others (mainly larger ...

June 2013

Bottled Water - Brazil

"The bottled water category in Brazil has been showing dynamic growth in the last few years. However, despite growing revenues, the category still has one of the lowest per capita expenditures in the world. Companies can look to differentiate their products through product segmentation, development of niche markets and the ...