

Supermarkets and Hypermarkets - Brazil - April 2013

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“Consumer demands have started to evolve, and food retailers have had to adapt their formats to satisfy these. Convenience stores and mini-markets have grown in importance, while larger out-of-town formats have failed to adapt to changing consumer needs and, as such, have suffered.”

– Clarissa Bueno de Almeida, Senior Retail Analyst

This report looks at the following areas:

- How has the food retail sector been evolving in Brazil, and what level of growth is forecast for the next five years?
- Why are hypermarkets going through an ‘identity crisis,’ and how can they become attractive again?
- Why are food retailers focusing on lower socio-economic groups, and how can they attract these shoppers?
- Why should Brazilian food retailers be looking to older consumers, and how can they adapt stores, services and product ranges to better meet their needs?
- Why is it so important to implement regional and local strategies in Brazil?

In the last decade, incomes in Brazil have increased but have also become more evenly distributed. What’s more, credit has become more widely available and unemployment levels reached an all-time low in 2012, helping consumer spending growth to outpace the country’s GDP, and boosting the food retail sector.

Brazilian retailers are also recognizing the importance of catering for specific target groups, such as senior consumers and, at opposite ends of the spectrum, both the poorer and the most affluent.

Brazil is a tricky market, with its huge geographical area and its rich cultural diversity. Retailers need to understand that there is not one, but several ‘Brazils,’ and that many decisions and strategies need to be implemented at local or regional level.

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