

## Supermarkets and Hypermarkets - Brazil - December 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The food and drink retailing sector in Brazil is highly competitive, dynamic, and fragmented. Brazilians can choose from local street markets to huge wholesalers, and they will favor those that can offer the best price and customer service.”

– Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Promoting private label to consumers
- Boosting online grocery sales

Shoppers are yet to see the advantages of online shopping, loyalty card schemes, and self-checkouts. There are many opportunities, and it is up to retailers to explore them.

Grocery retailers should turn shopping into an enjoyable experience that promotes purchases. They have to look at alternatives to extend the time people spend in their outlets as well as the frequency of their visits, putting them off visiting other outlets in order to find better prices.

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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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### The Market – What You Need to Know

The grocery retailing sector grew 8% in 2014

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The number of grocery retailer stores keeps growing  
Medium and small supermarkets hold the biggest share in value  
The grocery retailing market is estimated to grow 38% by 2020

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Dia is one of the fastest-growing grocery retailers in Brazil

More minor players are launching private label products

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The grocery retailing sector is highly fragmented

Carrefour gains the leadership in 2014 with 8.1% share by value

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## The Consumer – What You Need to Know

- Bakeries are almost universally used
- Supermarkets and hypermarkets are still highly used
- Using low prices and deals to win clients over the competition
- A great customer service is essential in every outlet
- Main reason to visit is to do the regular grocery shopping
- Attracting consumers with new products
- Consumers are looking for sales/bargains more now than 12 months ago

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