

# Food & Beverage Retailing - Brazil - December 2019

Report Price: £3265 | \$4495 | €3940

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- Purchase of food and drinks online grows, but there are barriers to overcome
- Wholesalers have the challenge of keeping customers loyal over the next years

The entry of new and major players in this segment, in addition to the rapid implementation of solutions that improve the shopping experience, should make online retail channels expand and consolidate in Brazil. As the online scene grows, physical stores are forced to adapt. Automation, for example, is well accepted by Brazilians, as they reevaluate their perceptions of convenience at the point of sale, requiring practical yet personalized experiences. The adoption of omnichannel technology and strategy may be the answer to meet the consumers' demand.



"The Brazilian consumer has been using online retail channels to buy food and drinks more often, but there are still some barriers related to choice and delivery method keeping customers away."

– Marina Ferreira, Food and Drinks Specialist

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

## Table of Contents

### OVERVIEW

- What you need to know
- Definition

### EXECUTIVE SUMMARY

- Challenges
- Purchase of food and drinks online grows, but there are barriers to overcome
- Wholesalers have the challenge of keeping customers loyal over the next years
- Opportunities
- There is room for greater interactivity between online and offline platforms
- Brazilians are receptive to the retailers' automation process
- Incentives for sustainable practices have the potential to attract high-earners to the sales point
- What we think

### MARKET DRIVERS

- Food and drinks price rises slightly in the year to date; 2019 inflation should close below expectations
- Unemployment drives Brazilians to work with delivery apps
- São Paulo City Council launches food reuse program

### KEY PLAYERS – WHAT YOU NEED TO KNOW

- Nestlé inaugurates automated kiosk with a robot that assembles candy boxes
- Retailers can explore children's food segment
- Zaitt implements Amazon Go automated store model with a lower theft rate in Brazil

### MARKETING CAMPAIGNS AND ACTIONS

- Carrefour e-commerce platform starts selling food items
- Walmart Brazil is renamed Grupo Big and adopts Big and Bompreço flagships
- Extra promotes Singles' Day action in partnership with Tinder  
Figure 1: Extra Singles' Day action
- iFood starts testing drone delivery  
Figure 2: iFood drone delivery
- Nestlé inaugurates automated kiosk with a robot that assembles candy box

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 3: Nestlé automated kiosk

Figure 4: Ícones by Chocobot box

## WHO'S INNOVATING?

- **Supermarkets could increase and diversify private label food and drinks offerings**

Figure 5: Private label launches in the food and drinks categories, by retailer type – Brazil, 2018

- **Retailers can explore children's food segment**

Figure 6: Top five fastest-growing categories in food and drinks launches – Brazil, 2017-18

Figure 7: Little Spoon baby food

Figure 8: Little Foodie Club introduction plan

Figure 9: Thistle Baby kits

## CASE STUDIES

- **Zaïtt implements Amazon Go automated store model with a lower theft rate in Brazil**

Figure 10: Amazon Go 100% automated stores

Figure 11: Zaïtt uses facial recognition technology to authorize customers to enter in the 100% automated stores

- **Carrefour Express expands rapidly in Brazil**

## THE CONSUMER – WHAT YOU NEED TO KNOW

- **Brazilians prefer to buy food and drinks in-store at supermarkets**
- **Deli brands can get closer to consumers with their own stores**
- **Distributing samples outside the sales point can help attract potential consumers more assertively**
- **Mini markets and convenience stores can work with customized promotions to minimize high price perception**
- **Packaging recycling collection points can encourage AB consumers to choose a particular retail channel**

## CHANGE ON FOODS AND DRINKS RETAIL CHANNEL USED

- **Brazilians prefer to buy food and drinks in-store at supermarkets**

Figure 12: Food and drink purchase place – Brazil, August 2019

Figure 13: Pão de Açúcar "Healthy Area"

- **Online only platforms are the fastest-growing retail channel but need to overcome the barrier of selling fresh products**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 14: Change on foods/drinks retail channel used – Brazil, August 2019

Figure 15: Amazon Fresh

Figure 16: Honest Bee

Figure 17: Rappi

- **Convenience stores need to rethink the concept of convenience to avoid loss of space**

Figure 18: 7 Eleven app

## FOODS AND DRINKS CATEGORIES PURCHASED

- **Area dedicated to selling ready meals can help retailers attract consumers with larger buying repertoire**

Figure 19: Foods/drinks categories purchased – Brazil, August 2019

Figure 20: Zona Sul's Santa Mônica store

- **Deli brands can get closer to consumers with their own stores**

Figure 21: Foods/drinks categories purchased, by food/drink purchase place – Brazil, August 2019

Figure 22: BEHER store

- **Drinks can be segmented at the sales point by type of benefit to appeal to customers**

Figure 23: Interest in food/drink retailers innovations, by foods/drinks categories purchased – Brazil, August 2019

## BEHAVIORS TOWARD FOOD AND DRINKS SHOPPING

- **Distributing samples outside the sales point can help attract potential consumers more assertively**

Figure 24: Behaviors toward foods/drinks shopping – Brazil, August 2019

Figure 25: Samplify distribution

Figure 26: Mimoo store

- **One third of Brazilians who buy food and drinks online pick up the products in the store**

Figure 27: Behaviors toward foods/drinks shopping, by food/drink purchase place – Brazil, August 2019

Figure 28: Lola's Cupcakes lockers

- **Men are more likely to interact with retail technology offered by a brand in a physical store**

Figure 29: Behaviors toward foods/drinks shopping – Brazil, August 2019

Figure 30: Barbadillo "Dando en el Blanco" promotion

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

## PERCEPTIONS TOWARD FOOD AND DRINK RETAILERS

- **Supermarkets and online food and drinks stores are similar in the eyes of Brazilians, which may strengthen the omnichannel concept**

Figure 31: Perceptions toward food/drink retailers – Brazil, August 2019

Figure 32: Pão de Açúcar Mais app

- **Mini markets and convenience stores can work with customized promotions to minimize high price perception**

Figure 33: Petrobras Premmia loyalty program

- **Wholesalers need to improve their shopping experience to appeal to Millennials and Generation X**

Figure 34: Perceptions toward food/drink retailers, by generation – Brazil, August 2019

## INTEREST IN FOOD AND DRINK RETAILERS INNOVATIONS

- **Brazilians have an interest in food and drinks retailers located inside of transportation services**

Figure 35: Interest in food/drink retailers innovations – Brazil, August 2019

Figure 36: Numenu sales system

- **Retailers can link online payment methods to rewards systems to encourage use among young consumers**

Figure 37: Interest in food/drink retailers innovations, by age group – Brazil, August 2019

Figure 38: McDonald's promotion

- **Recycling packaging collection points can encourage AB consumers to choose a particular retail channel**

Figure 39: Interest in food/drink retailers innovations, by socioeconomic group – Brazil, August 2019

Figure 40: Pão de Açúcar Adega collection point

Figure 41: Heineken initiative

## APPENDIX – ABBREVIATIONS

- **Abbreviations**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.