

# Discounters in Brazil

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Restructuring of Dia %, including reducing franchises and closing loss-making stores

Todo Dia also reduces its number of stores, but maintains a presence in the Northeast and South regions

### PROSPECTS AND OPPORTUNITIES

The strength of private label within discounters likely to ensure some growth

The Spanish player Dia plans to sell its operations in Brazil

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## Retail in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Significant moves by major competitors in grocery retailers

While some retailers are struggling, others are booming

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Tax reform

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Carnival

Consumer Day

Mother's Day

Father's Day

Semana do Brasil (Brazil week)

Client Day

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Christmas

Summer

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