

# Retail E-Commerce in Brazil

March 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite the Americanas scandal, e-commerce maintains value growth in 2023

Despite the high number of visits on websites and via apps, AliExpress and Shein serve niches, and have a low average ticket price

Challenges for players due to high costs and consumers' aversion to paying for shipping

#### PROSPECTS AND OPPORTUNITIES

Retail e-commerce set to return to a stronger growth curve in the forecast period

Americanas remains in the minds of consumers, and is expected to generate good sales via e-commerce

Amazon will further intensify the competition with MercadoLibre, while some consumers will move away from marketplaces

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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

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Father's Day

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Summer

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