

# Appliances and Electronics Specialists in Brazil

March 2024

Table of Contents

## Appliances and Electronics Specialists in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite seeing growth, falling purchasing power and a loss of trust prevent stronger growth for appliances and electronics specialists in 2023

Via Varejo/Grupo Casas Bahia aims to improve its financial indicators

National group Magazine Luiza faces challenges in 2023

#### PROSPECTS AND OPPORTUNITIES

With the prospect of increasing employment and an improvement in family income, growth is expected over the forecast period

Climate change, with drought in the north and floods in the south, and the prospect of more intense summer heat signal strong sales of fans and air conditioners

Paris Olympic Games expected to boost sales of electronics, especially televisions

#### CHANNEL DATA

Table 1 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 2 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 - Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 4 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 5 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 6 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 7 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## 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

Children's day

Black Friday and Cyber Monday

Christmas

Summer

Back to school

### MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 10 - Sales in Retail Offline by Channel: Value 2018-2023

Table 11 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 12 - Retail Offline Outlets by Channel: Units 2018-2023

Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 14 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 18 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 20 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 28 - Retail GBO Company Shares: % Value 2019-2023

Table 29 - Retail GBN Brand Shares: % Value 2020-2023

Table 30 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 31 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 32 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 33 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 35 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 36 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 43 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 45 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

## SOURCES

### Summary 2 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/appliances-and-electronics-specialists-in-brazil/report](https://www.euromonitor.com/appliances-and-electronics-specialists-in-brazil/report).