



**Euromonitor
International**

Retail in Frontier Markets in South America: Three Key Trends for 2024

November 2024

Retail in Frontier Markets in South America: Three Key Trends for 2024

EXECUTIVE SUMMARY

Frontier Markets in South America: Overview

Chart 1 - Retail in Context 2023

Chart 2 - Retail in the Context of Frontier Markets in South America 2018-2023

Retail in 2023: The big picture

Chart 3 - Retail Sales 2018-2028

Ecuador, the jewel in the crown of the frontier markets in South America

Chart 4 - Retail Channel Breakdown by Country 2018-2023

E-commerce captures consumers' interest

Chart 5 - Retail Breakdown by Channel 2018-2023

THREE KEY RETAIL TRENDS

Value remains key

International brands continue their expansion into new markets

Informal markets put pressure on the formal retail sector

LEADING RETAILERS

Corporación Favorita and Corporación el Rosado remain the leading retail players

Chart 6 - Top 10 Retail Companies 2018-2023

Ecuador is home to the leaders in retail sales growth across frontier markets in South America

Chart 7 - Top Companies by Sales Growth 2018-2023

Corporación Favorita is the leading grocery retailer across frontier markets in South America

Chart 8 - Grocery Retailers: Top Companies 2018-2023

Grupo Difare, with focus on pharmacies, is the clear winner in non-grocery retail

Chart 9 - Non-Grocery Retailers: Top Companies 2018-2023

Mercado Libre goes from strength to strength while Amazon loses ground

Chart 10 - Retail E-Commerce: Top Companies 2018-2023

Direct selling remains strong, but feels pressure from competing channels

Chart 11 - Direct Selling: Top Companies 2018-2023

OUTLOOK

What next for retail?

Chart 12 - The Evolution of Retail 2018-2028

Chart 13 - Absolute Growth by Channel 2018-2028

Ecuador will remain the leading retail market across frontier markets in South America

Chart 14 - Retail: Country Sizes and Growth by Channel 2018-2028

Grocery retailers expected to remain the leading channel, but e-commerce rising fast

Chart 15 - Retail: Channel Sizes and Growth by Country 2018-2028

COUNTRY SNAPSHOTS

Bolivia

Chart 16 - Bolivia: Company Shares of Grocery Retailers 2023

Chart 17 - Bolivia: Grocery Retailers Channel Breakdown 2023 and % CAGR 2018-2023

Chart 18 - Bolivia: Company Shares of Non-Grocery Retailers 2023

Chart 19 - Bolivia: Non-Grocery Retailers Channel Breakdown 2023 and % CAGR 2018-2023

Chart 20 - Bolivia: Company Shares of Retail E-Commerce 2023

Chart 21 - Bolivia: Company Shares of Direct Selling 2023

Ecuador

Chart 22 - Ecuador: Company Shares of Grocery Retailers 2023

Chart 23 - Ecuador: Grocery Retailers Channel Breakdown 2023 and % CAGR 2018-2023

Chart 24 - Ecuador: Company Shares of Non-Grocery Retailers 2023

Chart 25 - Ecuador: Non-Grocery Retailers Channel Breakdown 2023 and % CAGR 2018-2023

Chart 26 - Ecuador: Company Shares of Retail E-Commerce 2023

Chart 27 - Ecuador: Company Shares of Direct Selling 2023

Paraguay

Chart 28 - Paraguay: Company Shares of Grocery Retailers 2023

Chart 29 - Paraguay: Grocery Retailers Channel Breakdown 2023 and % CAGR 2018-2023

Chart 30 - Paraguay: Company Shares of Non-Grocery Retailers 2023

Chart 31 - Paraguay: Non-Grocery Retailers Channel Breakdown 2023 and % CAGR 2018-2023

Chart 32 - Paraguay: Company Shares of Direct Selling 2023

Uruguay

Chart 33 - Uruguay: Company Shares of Grocery Retailers 2023

Chart 34 - Uruguay: Grocery Retailers Channel Breakdown 2023 and % CAGR 2018-2023

Chart 35 - Uruguay: Company Shares of Non-Grocery Retailers 2023

Chart 36 - Uruguay: Non-Grocery Retailers Channel Breakdown 2023 and % CAGR 2018-2023

Chart 37 - Uruguay: Company Shares of Retail E-Commerce 2023

Chart 38 - Uruguay: Company Shares of Direct Selling 2023

DISCLAIMER

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/retail-in-frontier-markets-in-south-america-three-key-trends-for-2024/report.