

Retail in Brazil

March 2024

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Nestlé Brasil enters Brazilian retail by acquiring the Kopenhagen/Brasil Cacau chains

Small everyday purchases favour sales at small local grocers

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Americanas sets out a new strategy

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PROSPECTS AND OPPORTUNITIES

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

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Soneda innovates with A Casa da Beleza, which in addition to retail, has hair salon services, and focuses on sustainability

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

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