



Food & Grocery Retailing in Brazil Market - Local players and Top Retailers to Lead the Market 2017-2021

PUNE, INDIA, April 13, 2018 /EINPresswire.com/ -- WiseGuyReports.com with their unique quality of simplifying the market research study, presents a deep diving study report "Food & Grocery Retailing in Brazil, Market Shares, Summary & Forecasts to 2021"

Food & Grocery Retailing in Brazil

Overview

"Food & Grocery Retailing in Brazil, Market Shares, Summary & Forecasts to 2021", provides data for historic and forecast retail sales, and also includes information on the business environment and country risk related to Brazil retail environment. In addition, it analyzes the key consumer trends influencing Brazil food and grocery retail industry.

Food & grocery is the largest sector in terms of value in Brazil and accounted for more than half of overall retail sales (53.1%) in 2016. The deceleration of GDP growth, high levels of inflation, and dwindling household wealth have led to a shift in buying patterns with consumers preferring value options such as private labels, which offer value and quality.

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Companies mentioned

Cencosud

Americanas

Todo Dia

DIA

Bompreco

Assaí

Extra

Condor

Food & Grocery Retailing in Brazil Major Outlook

- Despite economic recession, retail sales are estimated to increase
- Population growth and inflation drive sector sales
- Convenience stores and hypermarkets dominate the sector sales
- Local players dominate sector sales in a fragmented market
- Carrefour is the largest retailer in the sector with a share of 2.4% in 2016
- Eight of the top 10 retailers fall into the mass segment

Food & Grocery Retailing in Brazil - Competitive Analysis

Key players are making innovative developments in Food & Grocery Retailing in Brazil. The same will help in improving the market performance. Heavy investments are made by major players in the R&D sector

Scope

- Investigate current and forecast behavior trends in food and grocery category to identify the best opportunities to exploit
- Analysis of key international and domestic players operating in the food and grocery market
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the food and grocery market
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing consumer behavior
- Understand the fastest-growing categories in the market with insights on the performance of individual product categories, across key channels from 2011, with forecasts until 2021

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