

Lower Inflation and Interests Bring 7% Higher Sales to Brazil's Supermarkets

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Brazilian supermarket sales grew 7% in the first quarter of this year when compared to the same period last year, according to figures disclosed by the 23rd Management Congress and International Supermarket Business Fair, which began Tuesday, May 15, in São Paulo, the largest business center in Brazil.

The events are promoted by the São Paulo State Supermarket Association (Apas). The organization's president, João Sanzovo Neto, pointed out that the Brazilian economic scenery is pleasing due to the reduction of interest rates and stability of inflation. "Consumption ended the year of 2006 leveled, therefore the tendency is for growth in 2007," he said.

APAS is an organization that brings together businessmen in the supermarket sector in the state of São Paulo and seeks to bring together the entire productive chain to promote sector development. The organization has 1,200 associates with 2,200 shops, covering around 80% of sector sales.

The fair and congress are taking place at Expo Center Norte and end on Thursday, May 17. The congress takes place from 8 am to 4 pm and the fair, called Apas 2007, starts at 2 pm and ends at 10 pm.

The Pão de Açúcar Group is the leader amongst the Brazilian supermarket chains. It is at the top of the ranking prepared by the Abras, released at the end of last month.

The group earned US\$ 7.83 billion in 2005 and had 15.2% of the national market. Carrefour, in second position, has 11.8% of the market and earned revenues of US\$ 5.92 billion last year. The third largest chain present in Brazil is Wal-Mart.

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