



Americas Retail

Web Encontro Setorial APIMEC Brasil com a ABCOMM

Equities



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Issuer of report: Banco HSBC SA

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Daniela Bretthauer joined HSBC in March 2023 as a Senior Analyst to cover the retail sector in the Americas.

Daniela's professional experience includes more than 20 years of working as a sell-side analyst at leading banks and she has also worked for 10 years as director of investor relations for Brazil's largest retailers.

Daniela worked on more than 20 IPOs, including some of Brazil's largest and most popular brands and retail chains.

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Daniela has a degree in economics from Iowa State University (which she represented as an elite gymnast) and a master's in finance from Fundação Getulio Vargas (FGV) in Brazil.

Reshaping US Retail:

The offline-to-online (O2O) transformation

- ✓ Global pandemic accelerated the digital transformation strategies of retailers
- ✓ A well-developed offline-to-online (O2O) strategy will be key to maintain and attract new customers
- ✓ Data collection, analytics, online advertising, AI and smart fulfilment are all strategies that can help retailers drive sales and gain market share
- ✓ High inflation, especially in food, forced consumers to spend more dollars on groceries and squeezed household budgets
- ✓ Consumers want more convenience, personalization, but still want to be emotionally connected.

Snapshot: US retail



27%

Retail sales as % of total GDP in 2022



USD1trn

Online US sales in 2023e

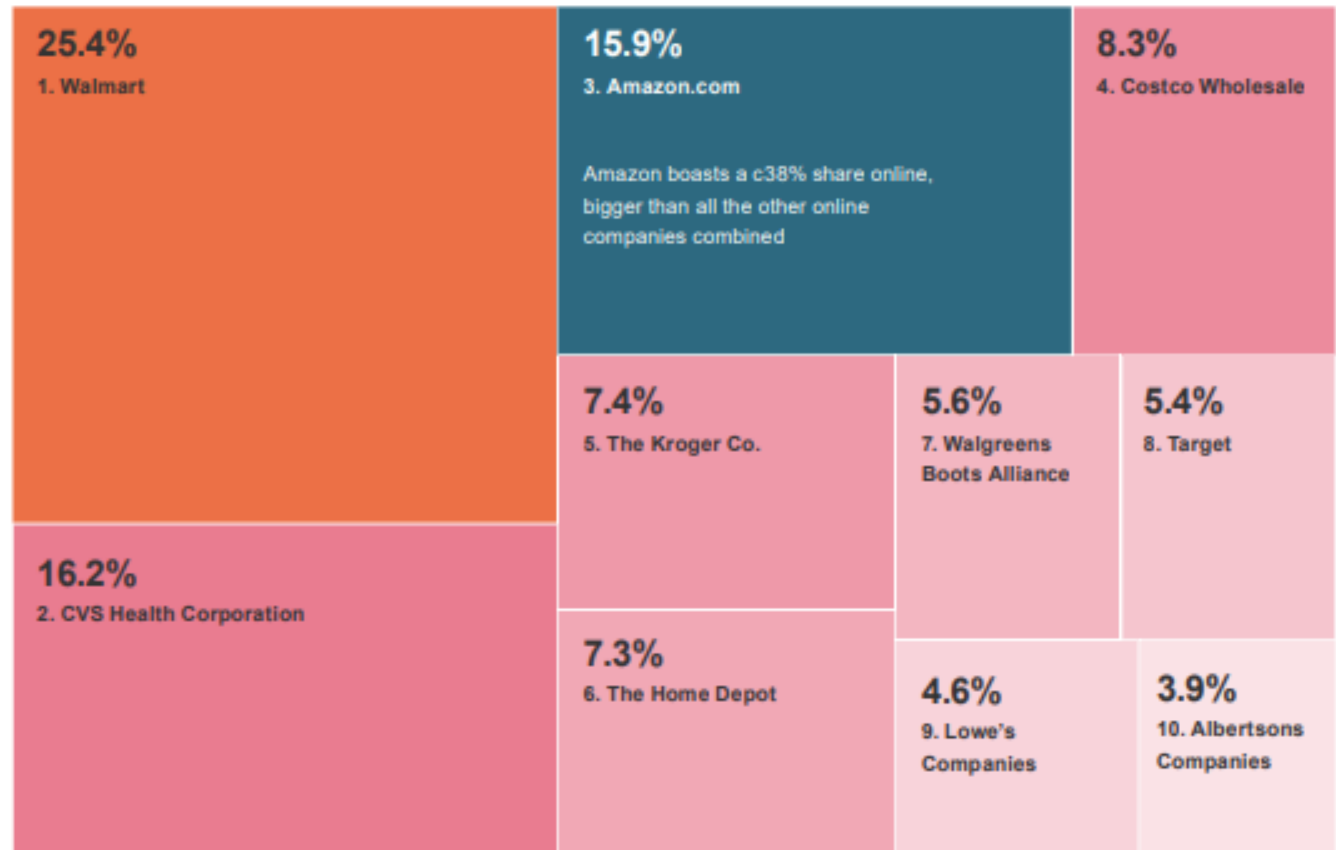


USD7trn

Total US retail sales in 2023e

The US retail sector is large and fragmented ...

Top 10 US retailers, ranked by total US sales (offline and online, 2022)



... and a well-developed offline-to-online approach is key to market share

Total retail e-commerce sales share (2022)

37.6%

6.8%

55.6%

Amazon.com

Walmart

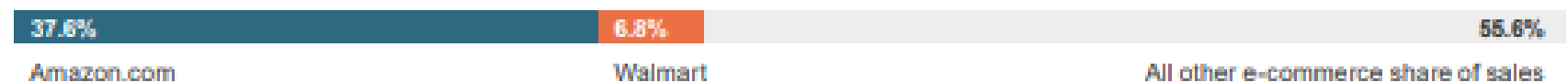
All other e-commerce share of sales

Reshaping US Retail:

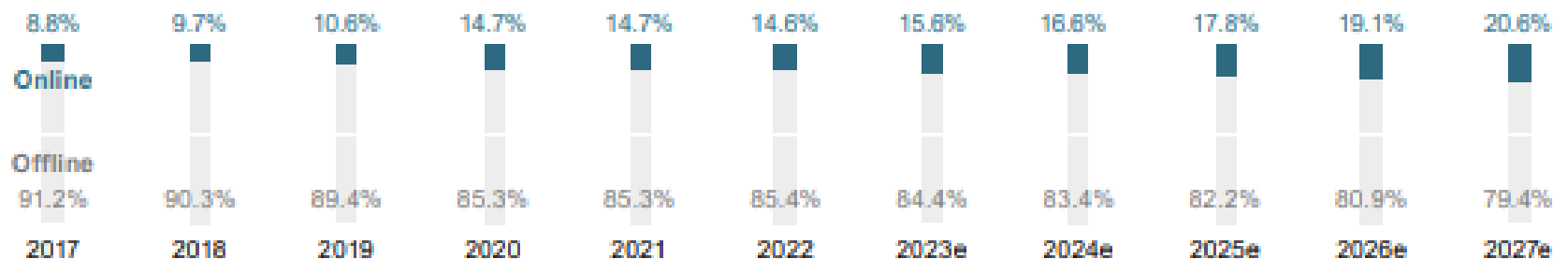
The offline-to-online (O2O) transformation

We expect online purchases (ON) to continue to be the main driver of US retail sales and increase at a faster pace than offline sales (OFF).

Total retail e-commerce sales share (2022)



In-store purchases are still dominant, but online sales are gaining share

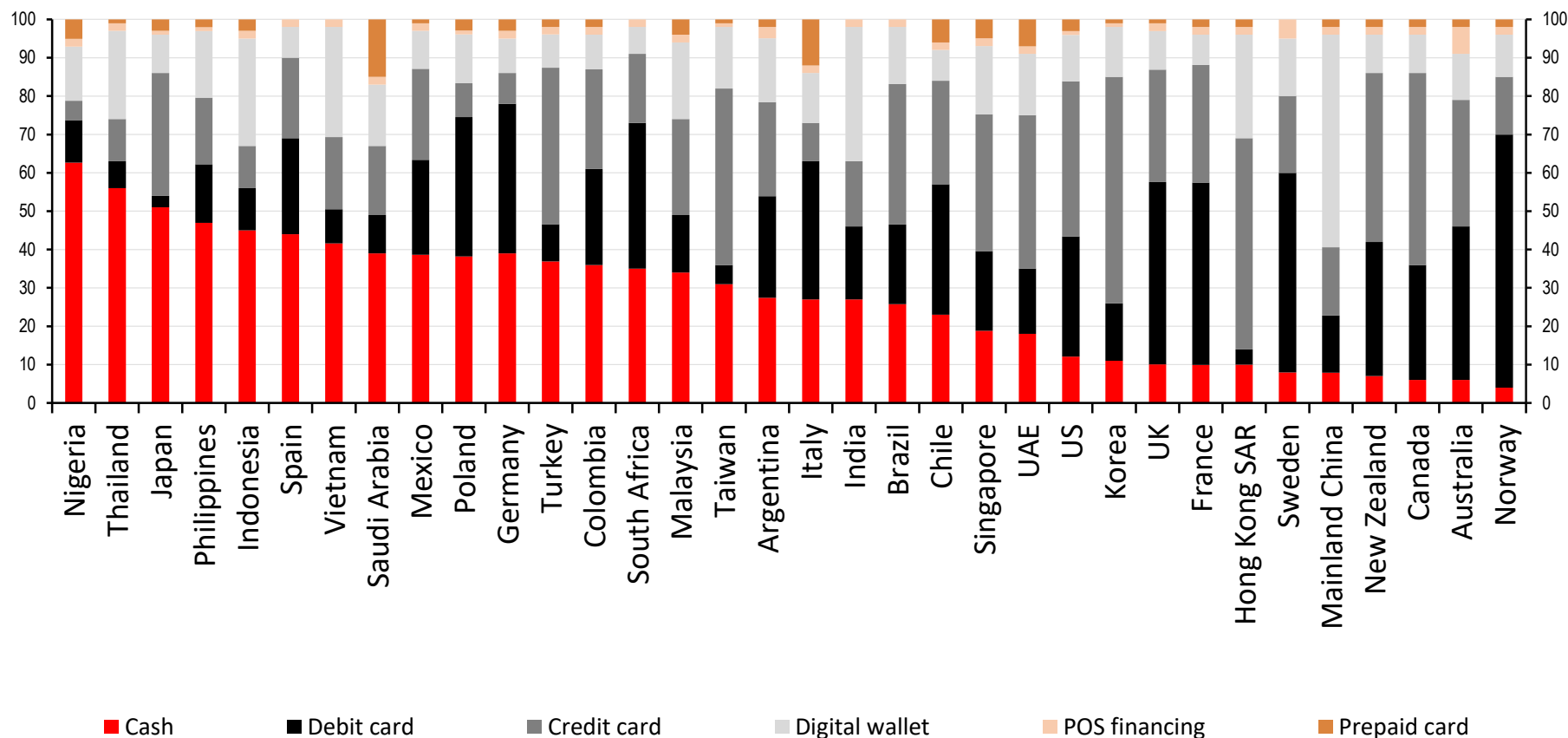


Source: Kantar and National Retail Federation (NRF) "Top 100 retailers", Insider Intelligence, US Census Bureau, HSBC

Principais métodos de pagamento diversos países, 2022

%

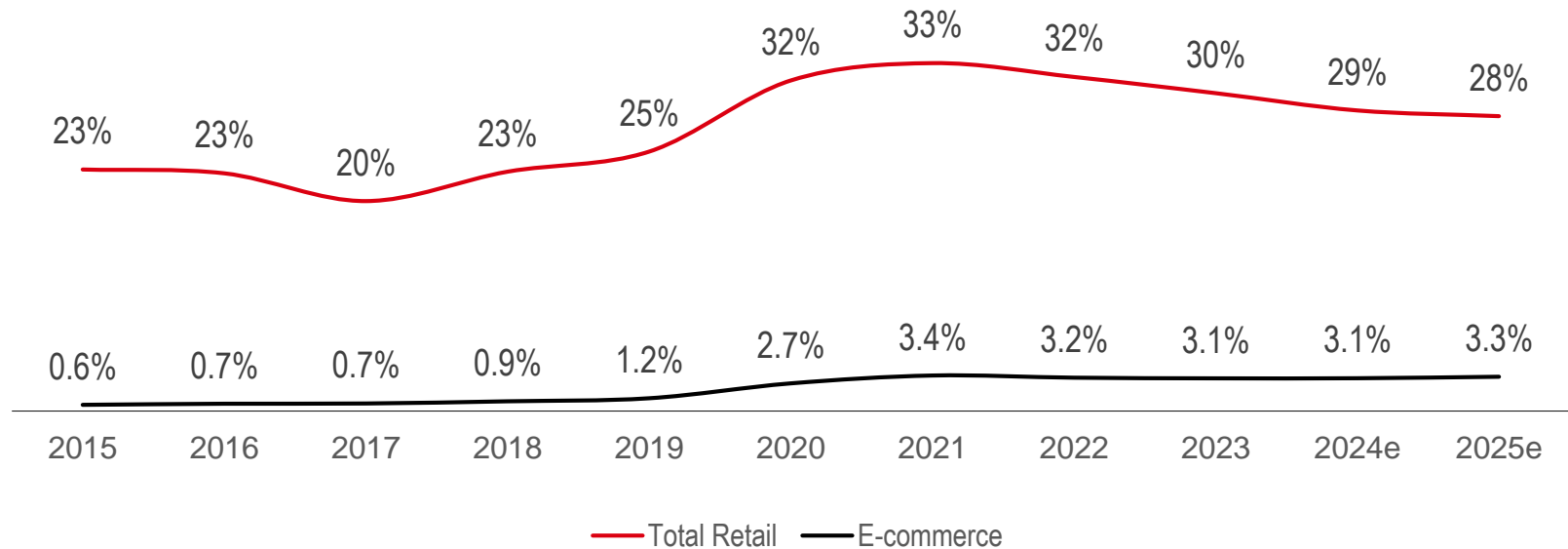
%



Fonte: Worldpay Global Payments Report 2023 and HSBC



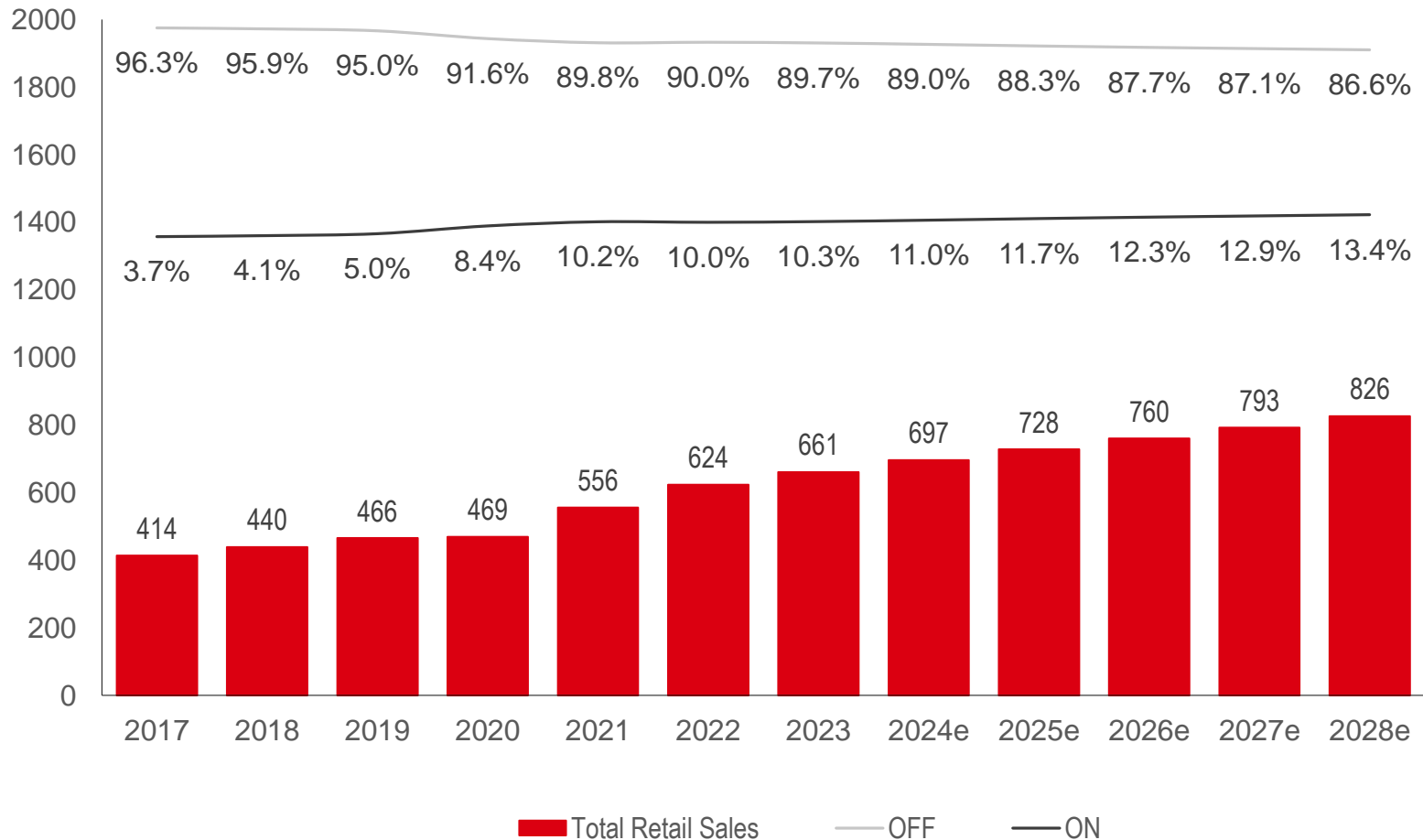
Vendas no varejo total e online em relação ao PIB 2015-2025



Fonte: Insider Intelligence and HSBC

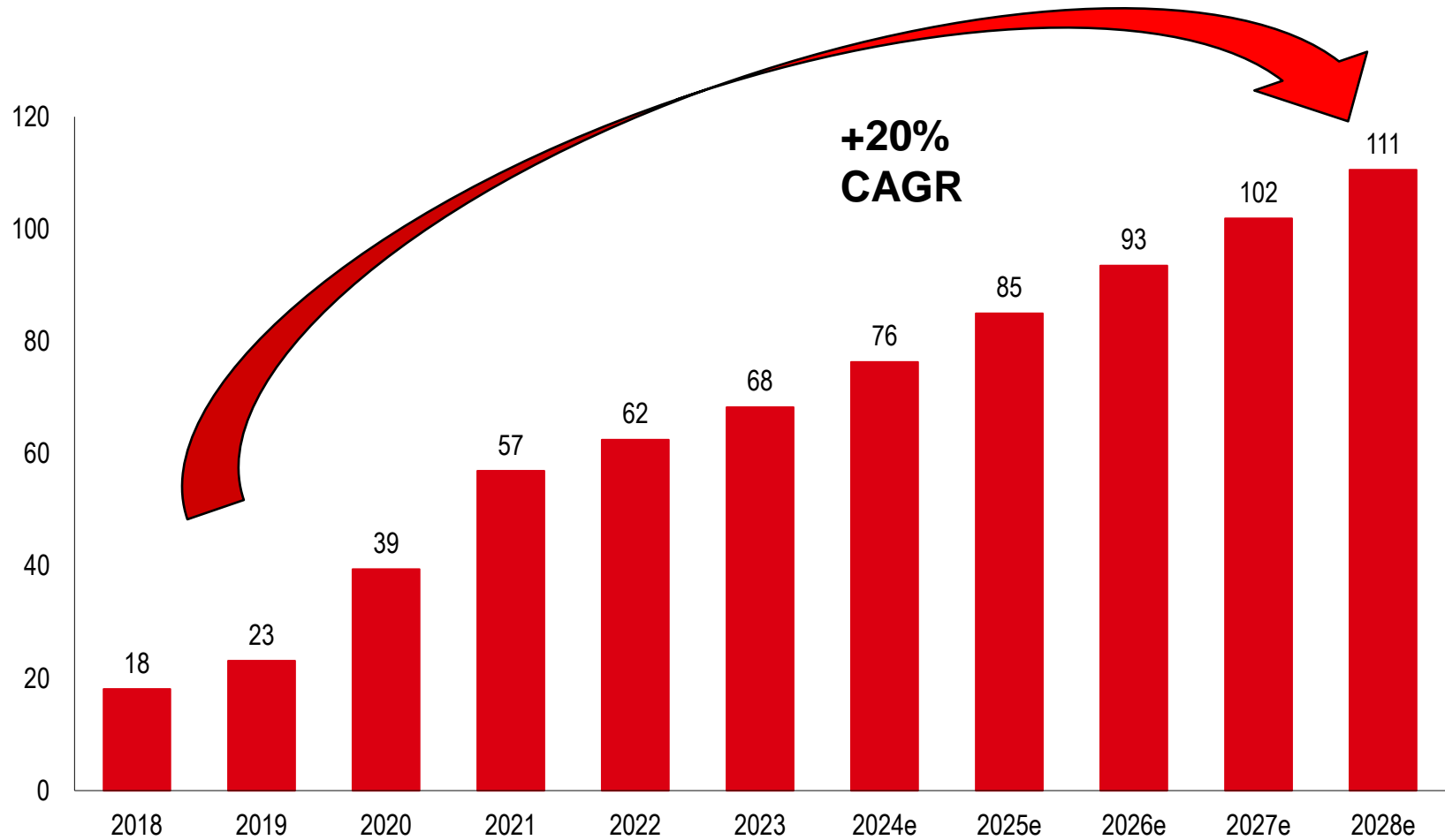
Brasil evolução das vendas no varejo ON e OFF

2017- 2028e (USDbn)



Fonte: Insider Intelligence and HSBC

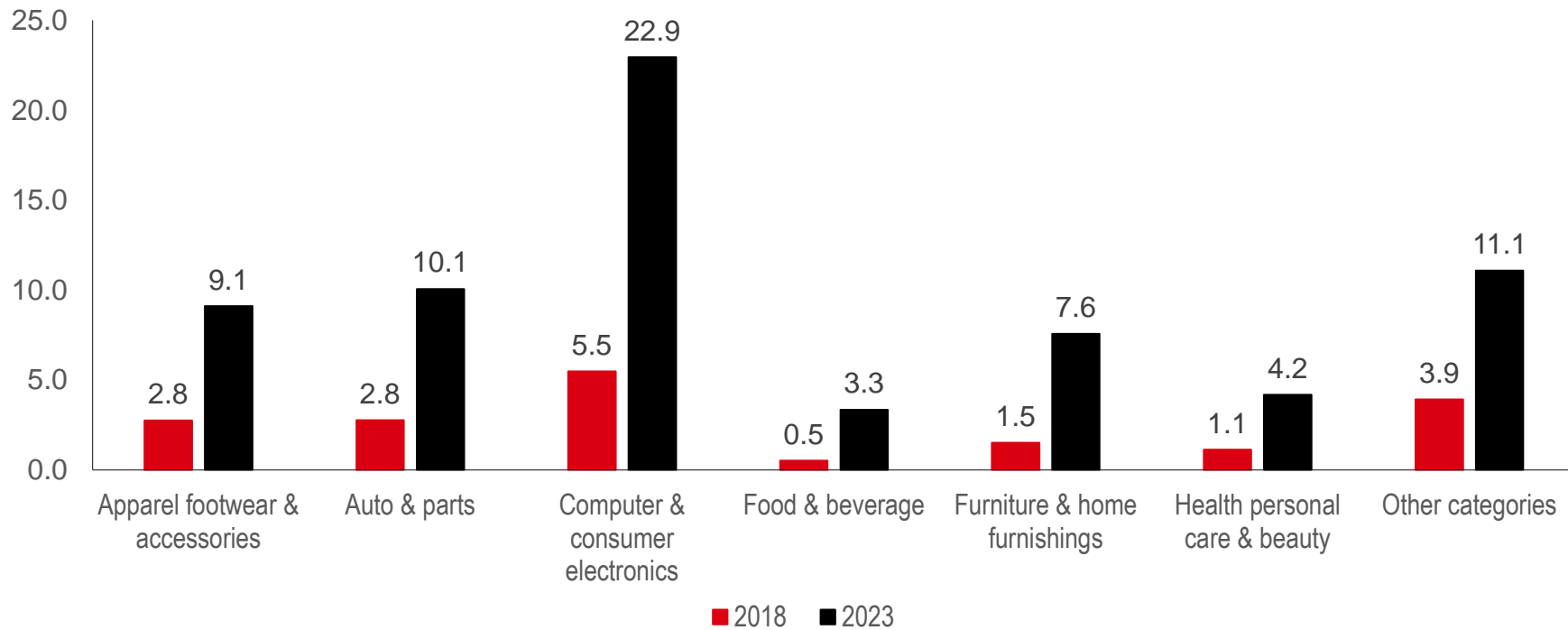
Evolução vendas online 2018-2028e (USDbn)



Fonte: Insider Intelligence and HSBC

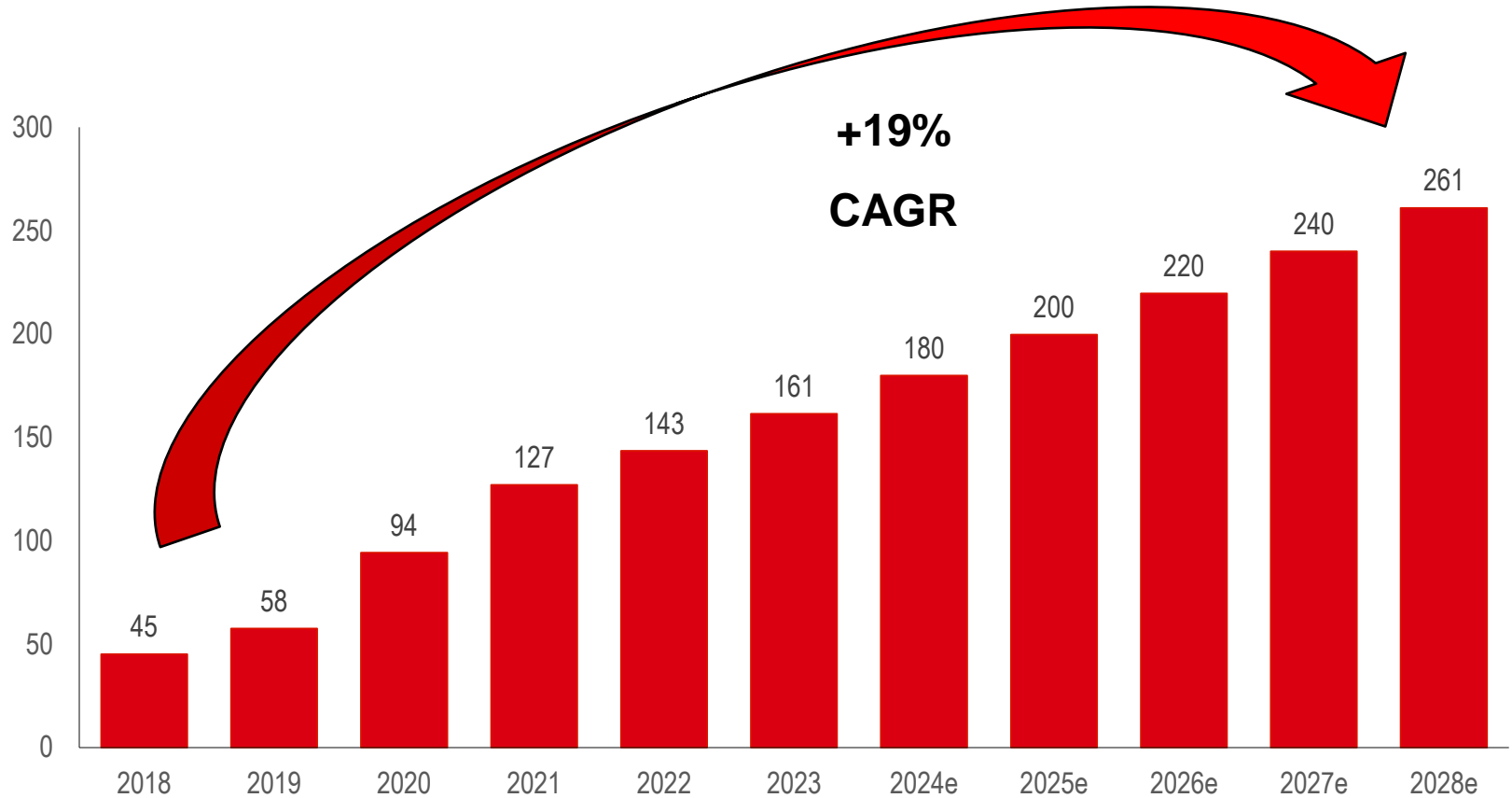
Evolução das vendas por categoria Brasil

Brazil retail E-commerce sales, by product category (USDbn)



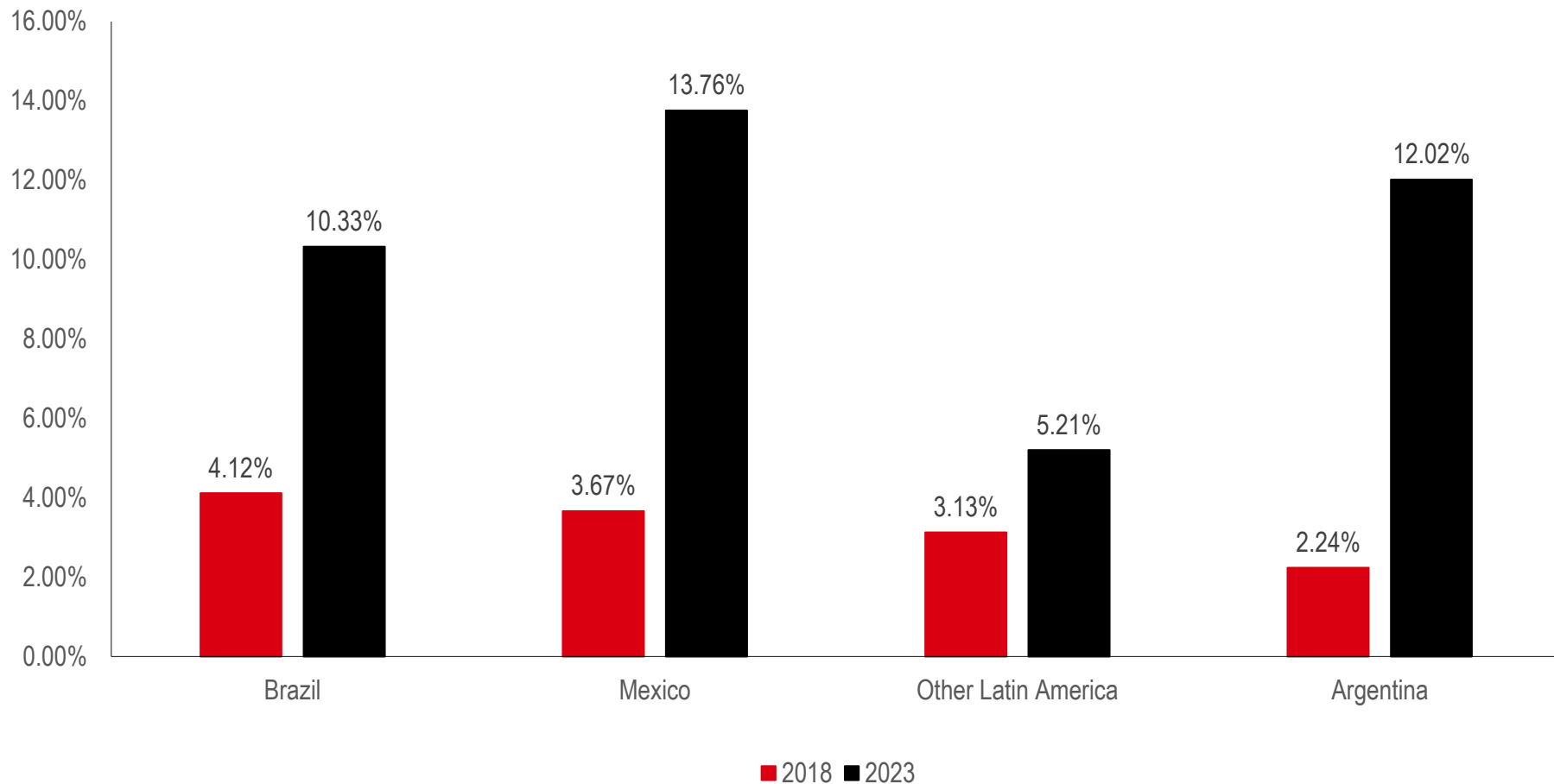
Fonte: Insider Intelligence and HSBC. Other categories include toys, books, music, video, home improvement and tools, garden equipment, building materials, auto fuel, and other items such as flowers, cards, photos, luggage, and cigarettes.

Vendas e-com na Am Latina – 2018 a 2028e (USDbn)



Fonte: Insider Intelligence and HSBC

Participação do e-com por país na Am Latina (2018 – 2023)



Disclosure appendix

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Upside/Downside is the percentage difference between the target price and the share price.

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