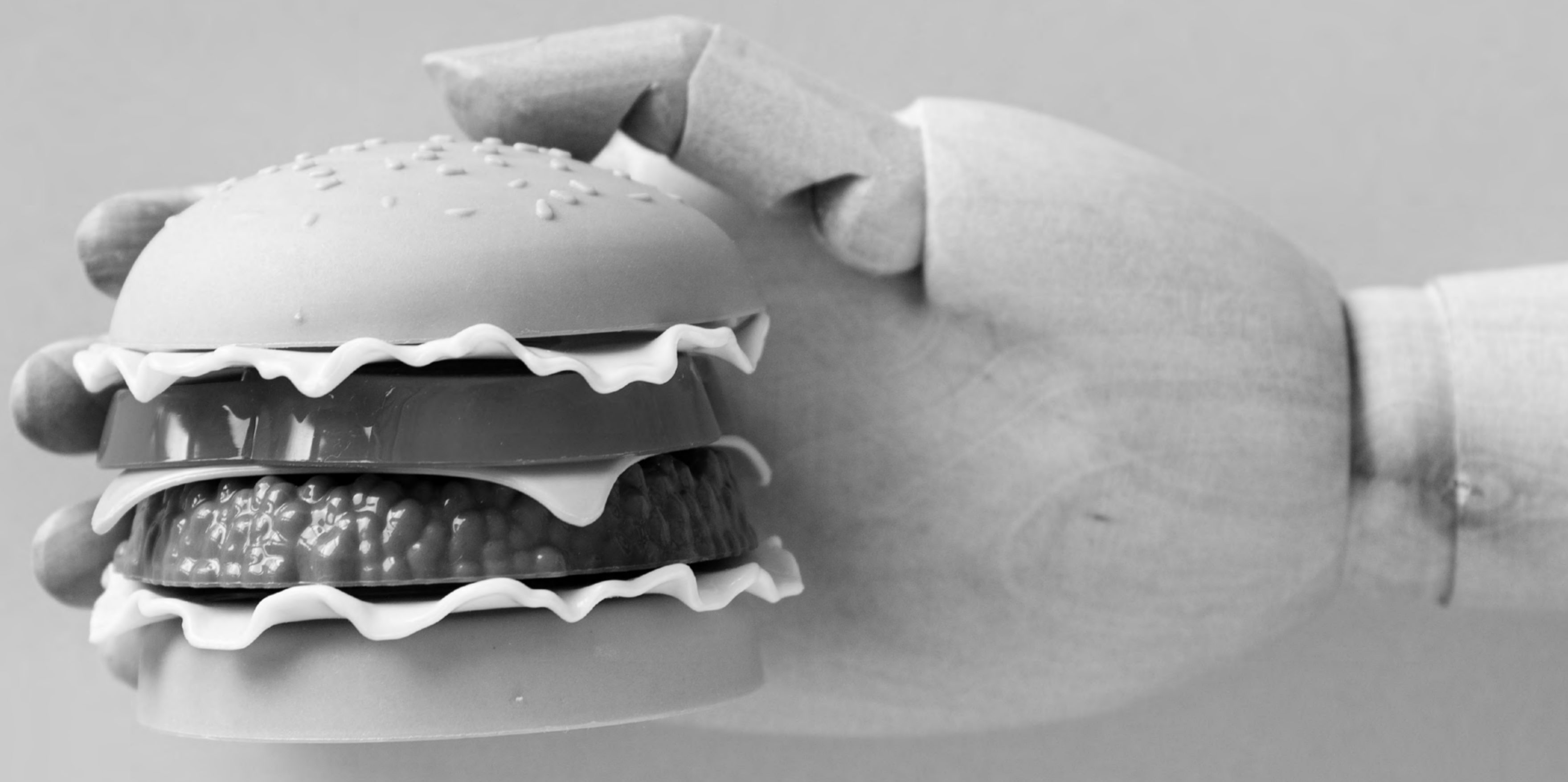


CAPABILITIES

# CONSUMER GOODS AND RETAIL

With the rise of new business models and disruptive technologies, the consumer goods and retail sector is experiencing a profound transformation that shifts consumer behavior not just in what they buy, but in how they buy. The competition in the market is becoming increasingly dynamic and fierce, necessitating a transparent production chain that can satisfy the enduring demand for convenience, simplicity, and sustainability. As companies adapt to these evolving expectations, they must innovate and implement strategies that enhance customer experience while prioritizing ethical practices and environmental responsibility.



We offer targeted legal counsel to investors and companies in the consumer goods and retail sector, concentrating on identifying and capitalizing on market opportunities while ensuring competitiveness and regulatory compliance. Our multisectoral approach is designed to evolve the supply chain, addressing the changing demands of today's informed consumers with greater efficiency and strategic insight. By delivering innovative solutions, we empower our clients to transform their businesses and maintain their leadership positions in a competitive market landscape.

## OUR TAKE ON INDUSTRY TRENDS

The consumer goods and retail sector in Brazil is extensive and dynamic, key for the country's economic growth. In the wake of the recent pandemic and the subsequent acceleration of digital transformation, we have observed significant shifts in Brazilian consumers' behavior, as well as changes in how goods are produced, distributed, and marketed.



The rise of startups and new enterprises in this sector is revolutionizing business models and introducing innovative technologies such as artificial intelligence, automation, e-commerce, and the principles of the circular economy. These advancements have led to tailored products for individual consumers, rapid delivery services, subscription-based purchasing models, and increasingly seamless shopping experiences. While these innovations present substantial business opportunities, they also introduce challenges for investors and companies. Emerging consumer models heighten competition and necessitate that market participants swiftly adapt to ongoing changes.

Sustainability is also a critical focus within the sector. Companies are increasingly adopting sustainable practices and encouraging conscious consumption, emphasizing waste reduction and transparency throughout the supply chain.

Given this rapidly evolving landscape, our specialized multidisciplinary advisory services become indispensable for investors, companies, and startups. By providing comprehensive legal support, we empower our clients to strengthen their competitive edge, adapt quickly to the Brazilian market, and maintain strict compliance with regulatory standards.

### OPPORTUNITIES

- Technological innovation, artificial intelligence, and personalization
- Circular economy and digital marketplace
- High turnover of non-durable consumer goods
- Sustainability as a strategic priority, focusing on recycling and biodiversity preservation
- Constant demand for consumer goods
- Decarbonization opportunities

### CHALLENGES

- Exponential growth of technologies in the sector without planned structuring
- Competitiveness
- Economic volatility and exchange rate risk
- Changes in consumer behavior
- Adoption of sustainable practices

### MACROTRENDS

- Digitalization of relationships and the circular economy
- Sector integration
- Sustainability with a focus on recycling and biodiversity preservation
- Increased demand for consumer goods
- Technological innovation aimed at practicality and speed

### WORK HIGHLIGHTS

- ▼ Comprehensive legal support across the supply chain

We provide complete legal and commercial support for the consumer goods and retail sector, covering all stages of the supply chain. We serve leading companies in cosmetics, personal care, cleaning products, and related fields. Our strategic consultancy includes assessing operational and commercial models, e-commerce operations, and maintaining product integrity and sustainable practices, focusing on adopting technologies that promote transparency and strengthen management and traceability within the logistics network
- ▼ Investments in companies and startups, EGVC

We offer specialized support in mergers and acquisitions (M&A) and Emerging Growth & Venture Capital operations, advising investors, companies, and startups on drafting and negotiating contracts, agreements, and memoranda. We conduct legal due diligence and facilitate the closing of transactions, ensuring client protection at every stage of the process
- ▼ Negotiating commercial contracts

We provide legal support in drafting, reviewing, and negotiating commercial contracts, including supply agreements, service contracts, distribution agreements, and licensing. Our assistance includes a multidisciplinary analysis of contractual relationships, ensuring that clients are backed by new regulations and regulatory requirements, considering corporate, labor, and tax perspectives
- ▼ Regulatory analysis and compliance policies

We assist clients in identifying effective compliance policies and regulatory strategies to mitigate regulatory risks and maintain competitiveness, as well as align their businesses with changes in the sector, particularly due to technological innovation and the adoption of sustainable practices
- ▼ Sustainability, decarbonization, and conscious consumption

We guide clients in analyzing, structuring, and implementing sustainable measures throughout the production chain, aiming for transparency and conscious consumption, including for decarbonization, recycling, and biodiversity preservation

## AREAS OF PRACTICE

A cross-sector and multidisciplinary team specialized in the sector

A range of technical professionals dedicated to supporting the daily operations of the sector



- | Commercial Contracts
- | Corporate/M&A
- | Environmental
- | EGVC
- | Government Affairs
- | Government Contracting
- | Labor
- | Litigation and Arbitration
- | Project Finance
- | Regulatory, Policy Issues, and Compliance
- | Sustainability
- | Tax

### GET TO KNOW OUR PARTNERS



**Bruna Rocha**  
Partner  
São Paulo



**Rosângela Delgado**  
Partner  
Rio de Janeiro