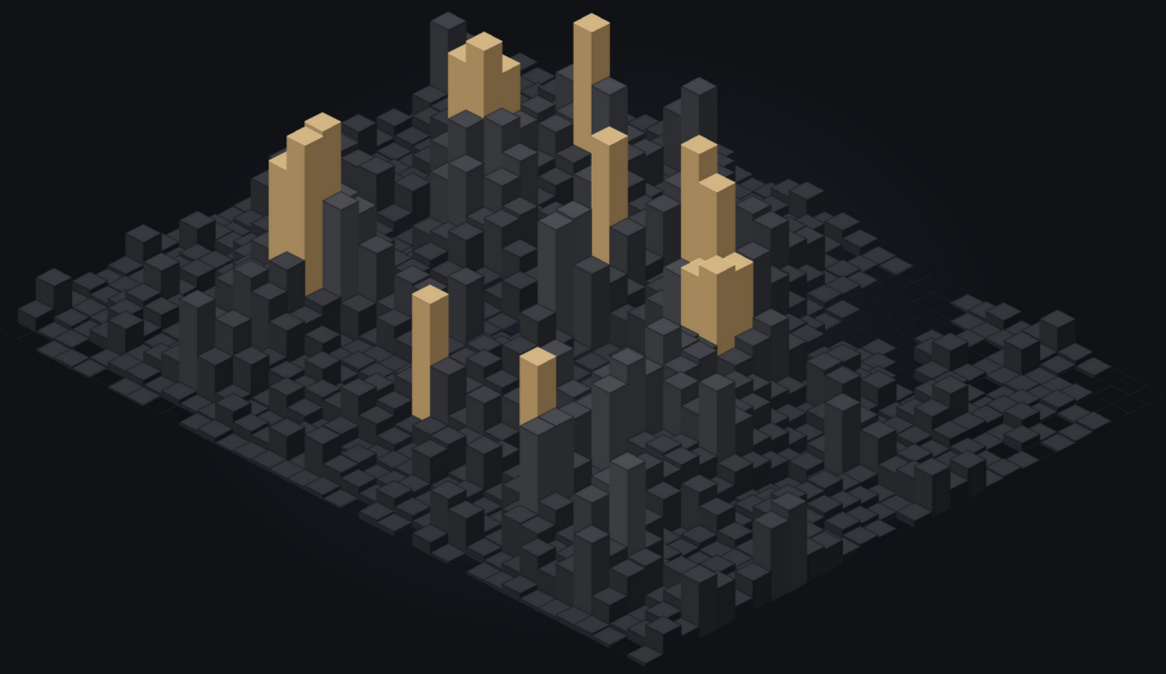
COMMERCIAL INTELLIGENCE BR SAO

São Paulo
Offline Trade Intelligence

476,866 measured places within 30 km (75,919 inside 5 km) | 46.5% website coverage, 6.9% chain share, 53.5% digital gap



CITY DOSSIER BR

São Paulo offline trade intelligence

We counted 476,866 places within 30 km of the centre of São Paulo, and 75,919 inside 5 km. 46.5% keep a website a customer can open, 6.9% trade under a chain name, so 53.5% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

476,866
places counted, 30 km ring

46.5%
keep a website a customer can open (255,360 do not)

6.9%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 476,866

Segment	Places	Share	With a website	Gap
Retail	112,357	23.6%	45.9%	54.1%
Food and beverage	76,964	16.1%	37.3%	62.7%
Beauty and wellness	62,532	13.1%	34.8%	65.2%
Professional services	52,075	10.9%	66.0%	34.0%
Other	51,466	10.8%	50.1%	49.9%
Automotive	24,966	5.2%	34.2%	65.8%
Home and repair	22,896	4.8%	58.1%	41.9%

WHAT THE COUNTS SAY

01 **The gap sits in automotive.**
24,966 places, 5.2% of the ring, and only 34.2% keep a website. The city average is 46.5%, so this segment is 12.3 points behind the block.

02 **AI search, measured.**
42 websites measured in this country: average AEO score 53.0 of 100, 23.8% publish LocalBusiness data, 4.8% publish opening hours in markup.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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