

Homewares in Brazil

Market Direction | 2023-05-02 | 20 pages | Euromonitor

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Report description:

Homewares saw only limited current value growth in Brazil in 2022, mostly because consumers' priorities changed in terms of their spending. After two years of increased focus on the home, on renovations, and beautifying one's living space due to the pandemic, consumers ventured outside of their homes once again, which determined where they chose to spend their money. Consumers focused more on having experiences, eating meals, and shopping for clothes, rather than investing in homewares, thus ham...

Euromonitor International's Homewares in Brazil report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Dining, Kitchen.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Homewares market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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