

## **Consumer Appliances in Brazil**

Market Direction | 2023-12-01 | 129 pages | Euromonitor

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### **Report description:**

Consumer appliances in Brazil reflect macroeconomic effects observed since 2022, especially in the beginning of the year. Since 2022, increased consumer indebtedness has led to growing price-sensitivity and budget constraints, especially towards purchases of major appliances. However, as national interest rates have gradually reduced and the impact of inflationary pressure on purchasing power shows signs of improving, the scenario has become more favourable for the industry. According to Getulio...

Euromonitor International's Consumer Appliances in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Appliances 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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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## Table of Contents:

Consumer Appliances in Brazil  
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December 2023

List Of Contents And Tables

### CONSUMER APPLIANCES IN BRAZIL

#### EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer appliances?

#### MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024  
Table 2 Replacement Cycles of Consumer Appliances by Category 2018-2024

#### MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2018-2023  
Table 4 Sales of Consumer Appliances by Category: Value 2018-2023  
Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023  
Table 6 Sales of Consumer Appliances by Category: % Value Growth 2018-2023  
Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023  
Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023  
Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023  
Table 10 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023  
Table 11 □Sales of Small Appliances by Category: Volume 2018-2023  
Table 12 □Sales of Small Appliances by Category: Value 2018-2023  
Table 13 □Sales of Small Appliances by Category: % Volume Growth 2018-2023  
Table 14 □Sales of Small Appliances by Category: % Value Growth 2018-2023  
Table 15 □NBO Company Shares of Major Appliances: % Volume 2019-2023  
Table 16 □LBN Brand Shares of Major Appliances: % Volume 2020-2023  
Table 17 □NBO Company Shares of Small Appliances: % Volume 2019-2023  
Table 18 □LBN Brand Shares of Small Appliances: % Volume 2020-2023  
Table 19 □Distribution of Major Appliances by Format: % Volume 2018-2023  
Table 20 □Distribution of Small Appliances by Format: % Volume 2018-2023  
Table 21 □Forecast Sales of Consumer Appliances by Category: Volume 2023-2028  
Table 22 □Forecast Sales of Consumer Appliances by Category: Value 2023-2028  
Table 23 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028  
Table 24 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028  
Table 25 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028  
Table 26 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028  
Table 27 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028  
Table 28 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028  
Table 29 □Forecast Sales of Small Appliances by Category: Volume 2023-2028  
Table 30 □Forecast Sales of Small Appliances by Category: Value 2023-2028  
Table 31 □Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

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## Table 32 □Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 Research Sources

### REFRIGERATION APPLIANCES IN BRAZIL

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fridge freezers and wine coolers positively contribute to category growth

Low production growth as consumption levels improve

Premiumisation as a strategy to creating wider brand awareness

#### PROSPECTS AND OPPORTUNITIES

Phygital strategies should transform appliance retailing over the forecast period

Brazilian consumers increasingly interested in smart kitchen appliances

Consumer confidence and lower inflationary pressure set to influence future growth

#### CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2018-2023

Table 34 Sales of Refrigeration Appliances by Category: Value 2018-2023

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023

Table 37 Sales of Freezers by Format: % Volume 2018-2023

Table 38 Sales of Freezers by Volume Capacity: % Volume 2018-2023

Table 39 Sales of Fridge Freezers by Format: % Volume 2018-2023

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023

Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023

Table 42 □Sales of Fridges by Volume Capacity: % Volume 2018-2023

Table 43 □NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023

Table 44 □LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023

Table 45 □NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023

Table 46 □NBO Company Shares of Freestanding Fridges: % Volume 2019-2023

Table 47 □Distribution of Refrigeration Appliances by Format: % Volume 2018-2023

Table 48 □Production of Refrigeration Appliances: Total Volume 2018-2023

Table 49 □Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028

Table 50 □Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028

Table 51 □Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028

Table 52 □Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

### HOME LAUNDRY APPLIANCES IN BRAZIL

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Washer dryers and washing machines help stabilise category's performance

Promotional deals positively influence purchasing decisions

Product launches to improve consumers' laundry experience

#### PROSPECTS AND OPPORTUNITIES

Products advance through premiumisation and sustainable footprint

Greater competition presents challenges to home laundry appliance players

Changes to financial legislation and government subsidies are set to impact demand for home laundry appliances

#### CATEGORY DATA

Table 53 Sales of Home Laundry Appliances by Category: Volume 2018-2023

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Table 54 Sales of Home Laundry Appliances by Category: Value 2018-2023  
 Table 55 Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023  
 Table 56 Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023  
 Table 57 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023  
 Table 58 Sales of Automatic Washing Machines by Format: % Volume 2018-2023  
 Table 59 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023  
 Table 60 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023  
 Table 61 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023  
 Table 62 LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023  
 Table 63 Distribution of Home Laundry Appliances by Format: % Volume 2018-2023  
 Table 64 Production of Home Laundry Appliances: Total Volume 2018-2023  
 Table 65 Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028  
 Table 66 Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028  
 Table 67 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028  
 Table 68 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

## DISHWASHERS IN BRAZIL

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Moderate optimism for dishwashers with double-digit retail value growth  
 Improving sales for both retail offline and online channels  
 Product availability and diversification increase competitiveness in Brazil

#### PROSPECTS AND OPPORTUNITIES

Growing popularity of dishwashers on social media  
 Possible end to instalment payments could hinder consumption power in Brazil  
 Improved economic and social drivers to potentially drive up demand for dishwashers

### CATEGORY DATA

Table 69 Sales of Dishwashers by Category: Volume 2018-2023  
 Table 70 Sales of Dishwashers by Category: Value 2018-2023  
 Table 71 Sales of Dishwashers by Category: % Volume Growth 2018-2023  
 Table 72 Sales of Dishwashers by Category: % Value Growth 2018-2023  
 Table 73 Sales of Dishwashers by Format: % Volume 2018-2023  
 Table 74 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023  
 Table 75 NBO Company Shares of Dishwashers: % Volume 2019-2023  
 Table 76 LBN Brand Shares of Dishwashers: % Volume 2020-2023  
 Table 77 Distribution of Dishwashers by Format: % Volume 2018-2023  
 Table 78 Production of Dishwashers: Total Volume 2018-2023  
 Table 79 Forecast Sales of Dishwashers by Category: Volume 2023-2028  
 Table 80 Forecast Sales of Dishwashers by Category: Value 2023-2028  
 Table 81 Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028  
 Table 82 Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

## LARGE COOKING APPLIANCES IN BRAZIL

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Better performance by large cooking appliances in 2023  
 Players leverage affordability, durability and designs with new launches  
 Brand loyalty is threatened and benefits low-tier brands

#### PROSPECTS AND OPPORTUNITIES

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Brastemp's innovation addresses the needs of Generation Z  
Innovation across retail channels to gain consumer interest and loyalty  
Possible legislation changes to influence demand for large cooking appliances

#### CATEGORY DATA

Table 83 Sales of Large Cooking Appliances by Category: Volume 2018-2023  
Table 84 Sales of Large Cooking Appliances by Category: Value 2018-2023  
Table 85 Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023  
Table 86 Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023  
Table 87 Sales of Built-in Hobs by Format: % Volume 2018-2023  
Table 88 Sales of Ovens by Smart Appliances: % Volume 2019-2023  
Table 89 NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023  
Table 90 LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023  
Table 91 NBO Company Shares of Built-in Hobs: % Volume 2019-2023  
Table 92 □NBO Company Shares of Ovens: % Volume 2019-2023  
Table 93 □NBO Company Shares of Cooker Hoods: % Volume 2019-2023  
Table 94 □NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023  
Table 95 □NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023  
Table 96 □NBO Company Shares of Cookers: % Volume 2019-2023  
Table 97 □Distribution of Large Cooking Appliances by Format: % Volume 2018-2023  
Table 98 □Production of Large Cooking Appliances: Total Volume 2018-2023  
Table 99 □Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028  
Table 100 □Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028  
Table 101 □Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028  
Table 102 □Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

#### MICROWAVES IN BRAZIL

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Economic drivers and consumer confidence influence sales of microwaves  
Retail transformation is necessary to captivate consumers  
Panasonic features surprising product innovation

##### PROSPECTS AND OPPORTUNITIES

Freestanding remains dominant format of microwaves in Brazil  
Future opportunities should increase penetration of Brazilian households  
Legislation on instalment payments can potentially influence consumer sentiment

#### CATEGORY DATA

Table 103 Sales of Microwaves by Category: Volume 2018-2023  
Table 104 Sales of Microwaves by Category: Value 2018-2023  
Table 105 Sales of Microwaves by Category: % Volume Growth 2018-2023  
Table 106 Sales of Microwaves by Category: % Value Growth 2018-2023  
Table 107 Sales of Microwaves by Smart Appliances: % Volume 2019-2023  
Table 108 NBO Company Shares of Microwaves: % Volume 2019-2023  
Table 109 LBN Brand Shares of Microwaves: % Volume 2020-2023  
Table 110 Distribution of Microwaves by Format: % Volume 2018-2023  
Table 111 Production of Microwaves: Total Volume 2018-2023  
Table 112 □Forecast Sales of Microwaves by Category: Volume 2023-2028  
Table 113 □Forecast Sales of Microwaves by Category: Value 2023-2028  
Table 114 □Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

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Table 115 □Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

## FOOD PREPARATION APPLIANCES IN BRAZIL

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Blenders and mixers strengthen value and volume results in 2023

Channel performances influenced by challenging economic and financial scenario for retailers in Brazil

Affordability, quality standard and technological features boost competition among players in Brazil

### PROSPECTS AND OPPORTUNITIES

Generational shifts to impact consumer behaviour in the kitchen

Food preparation appliances deemed essential for Brazilians

Product design and technology as premium features for blenders and mixers

### CATEGORY DATA

Table 116 Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 117 Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 118 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 119 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 120 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 121 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 122 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 123 Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 124 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 125 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 126 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

## SMALL COOKING APPLIANCES IN BRAZIL

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Practicality continues to drive demand for small cooking appliances across socioeconomic levels

Hypermarkets and e-commerce perform well in a challenging retail scenario

Increasing competition and brand diversification in Brazil

### PROSPECTS AND OPPORTUNITIES

Innovation, design and capacity should foster further growth of light fryers in Brazil

Rising demand for premium coffee experience amid inflation challenges

Financial legislation as possible influential factor behind consumers' purchasing decisions

### CATEGORY DATA

Table 127 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 128 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 129 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 130 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 131 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 132 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 133 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 134 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 135 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 136 □Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 137 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 138 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

## VACUUM CLEANERS IN BRAZIL

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Positive performance as consumers consider practicality, quality and technological devices

Economic fluctuations lead to increasing competitiveness by targeting mid-income consumers

E-commerce, appliances specialists and hypermarkets are positive performers

### PROSPECTS AND OPPORTUNITIES

Resilience of stick vacuum cleaners will support long-term category growth

Convenience for busy Brazilians set to drive further demand for vacuum cleaners

Robotic vacuum cleaners to foster stronger growth in the following years

### CATEGORY DATA

Table 139 Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 140 Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 141 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 142 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 143 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023

Table 144 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 145 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 146 Distribution of Vacuum Cleaners by Format: % Volume 2018-2023

Table 147 Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028

Table 148 □Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028

Table 149 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028

Table 150 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

## PERSONAL CARE APPLIANCES IN BRAZIL

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Local consumers look for affordability across personal care appliances as prices rise

Beauty elements increasingly emerge in hair care appliances

Consumer behaviour influences distribution channel dynamics

### PROSPECTS AND OPPORTUNITIES

Embracing one's natural beauty is key beauty trait for Brazilians

Growing availability and brand awareness to strengthen demand for electric facial cleansers

New tax legislation could impact purchases from online Chinese retailers

### CATEGORY DATA

Table 151 Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 152 Sales of Personal Care Appliances by Category: Value 2018-2023

Table 153 Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 154 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 155 Sales of Body Shavers by Format: % Volume 2018-2023

Table 156 Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 157 NBO Company Shares of Personal Care Appliances 2019-2023

Table 158 LBN Brand Shares of Personal Care Appliances 2020-2023

Table 159 Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 160 □Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028

Table 161 □Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Table 162 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Table 163 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

## AIR TREATMENT PRODUCTS IN BRAZIL

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Split air conditioners and air coolers support recovery trend

Technological evolution and greater production capacity are top goals among manufacturers

Climate-driven demand from the north to the south of Brazil

### PROSPECTS AND OPPORTUNITIES

Players must adjust to new energy efficiency requirements over the forecast period

Design, home connectivity and thermal comfort as important product benefits

Innovation in air treatment products to enhance consumer wellbeing

### CATEGORY DATA

Table 164 Sales of Air Treatment Products by Category: Volume 2018-2023

Table 165 Sales of Air Treatment Products by Category: Value 2018-2023

Table 166 Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 167 Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 168 Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 169 NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 170 LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 171 Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 172 Production of Air Conditioners: Total Volume 2018-2023

Table 173 □Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 174 □Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 175 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 176 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028



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