

Refrigeration Appliances in Brazil

Market Direction | 2023-12-01 | 42 pages | Euromonitor

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Report description:

In 2023, demand for refrigeration appliances is improving compared to the previous year's decline. Stronger performances by freestanding electric wine coolers/chillers and freestanding fridge freezers are highly influencing the growth trajectory of the category, with the latter accounting for 91% retail volume share overall. The second semester showed an improving scenario for appliance sales, although a range of growth drivers has continued to play an important role throughout the year.

Euromonitor International's Refrigeration 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: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration 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.

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