

## **Brazil Furniture Market Report and Forecast 2024-2032**

Market Report | 2024-01-30 | 145 pages | EMR Inc.

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### **Report description:**

Brazil Furniture Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Brazil furniture market attained a value of USD 18.65 billion in 2023. Aided by the ever-evolving demands for aesthetic home furnishings and the dynamic adaptation of international design trends, the market is projected to further grow at a CAGR of 4.20% between 2024 and 2032, to reach a value of USD 26.88 billion by 2032.

Furniture, often viewed as a reflection of cultural aesthetics and practical needs, plays a quintessential role in the physical and emotional comfort of individuals. The furniture pieces emerging from Brazil are no exception, embodying the nation's vibrant history, traditions, and innovations. From the use of native woods to the seamless integration of urban-inspired designs, Brazilian furniture has carved a distinct niche in the global furniture landscape.

The escalating inclination towards home renovations and interior designing is a driving force behind the Brazil furniture market growth. As Brazilians increasingly seek living spaces that resonate with their identity, the demand for uniquely crafted furniture has surged. Additionally, with Brazil's emerging position in the global economic scenario, the middle-class population has grown, leading to increased disposable incomes and, in turn, heightened expenditure on luxury and bespoke furniture items.

Apart from residential applications, there's a pronounced demand for Brazilian furniture in the commercial sector. As Brazil witnesses a burgeoning startup culture and corporate expansion, the need for modern, ergonomic, and sustainable office furniture is on the rise. Hospitality sectors, such as hotels and restaurants, are also significant contributors, with their constant pursuit of furniture that mirrors Brazil's rich cultural tapestry and modern-day dynamism.

Internationally, Brazilian furniture has caught the attention of global markets due to its unique blend of functionality and design. The adoption of sustainable practices, such as the use of certified woods and eco-friendly materials, has further influenced the Brazil furniture market outlook, making it an attractive choice for environmentally-conscious consumers and businesses.

Furthermore, the Brazil government's supportive policies, which focus on promoting domestic manufacturing and exports, have given an additional impetus to the furniture industry. Initiatives that facilitate easier access to raw materials, technology transfer, and skill development programs for craftsmen have been instrumental in fuelling the Brazil furniture market demand.

Another significant aspect catalysing the market's growth is the evolution of online retail in Brazil. As digital penetration increases

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and e-commerce platforms offer a wider array of choices, consumers find it easier to access and purchase furniture that aligns with their tastes and requirements. This shift towards online purchasing is particularly evident among the younger demographic, who prefer the convenience and variety that digital platforms offer.

#### Market Segmentation

The market can be divided based on type, end use, and distribution channel.

#### Market Breakup by Type

- Metal
- Wood
- Plastic
- Glass
- Others

#### Market Breakup by End Use

- Residential
- Commercial
- Hospitality
- Others

#### Market Breakup by Distribution Channel

- Home Centres
- Flagships Stores
- Speciality Stores
- Online
- Others

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Brazil furniture market. Some of the major players explored in the report by Expert Market Research are as follows:

- Lojas Renner SA
- Tok&Stok
- Grupo Sierra
- Saccaro
- Via Varejo Group
- RTA Products, LLC
- Dalla Costa Ltda
- Others

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