

Brazil Home and Garden Product Retail Market Summary and Forecast

Industry Report | 2023-12-22 | 41 pages | MarketLine

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Report description:

Brazil Home and Garden Product Retail Market Summary and Forecast

Summary

Home & Garden Product Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The home & garden products market is segmented into gardening and outdoor living products, home improvement products, and homewares.
- The Brazilian home & garden products market had total revenues of \$24.8 billion in 2022, representing a compound annual growth rate (CAGR) of 5.2% between 2017 and 2022.
- The home improvement segment accounted for the market's largest proportion in 2022, with total revenues of \$13.9 billion, equivalent to 55.9% of the market's overall value.
- The growth in the Brazilian home & garden products market is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, the FGV-IBRE Consumer Confidence Index in Brazil reached its highest level since February 2014, reaching 97 in September 2023, reapproaching the neutral threshold of 100.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the home & garden product retail market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the home & garden product

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retail market in Brazil

- Leading company profiles reveal details of key home & garden product retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil home & garden product retail market with five year forecasts

Reasons to Buy

- What was the size of the Brazil home & garden product retail market by value in 2022?
- What will be the size of the Brazil home & garden product retail market in 2027?
- What factors are affecting the strength of competition in the Brazil home & garden product retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Brazil's home & garden product retail market?

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