

Brazil Home Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The market has generated a revenue of more than USD 20 billion in the current year and is poised to achieve a CAGR of more than 3.0% for the forecast period.

The emerging middle class and an increase in the customer's purchasing power parity are expected to drive the market. Though Brazil's fluctuating economic uncertainty has made customers to be highly selective about their purchasing decisions, the technologically advanced product categories offered by the key manufacturers such as Whirlpool, Electrolux, LG, etc., are attracting customers in a large scale. The demand for multi-functional products than single utility products is on the rise in Brazil along with the growing demand for less energy and water-conserving appliances.

The sales volume of the small appliances is on the rise, owing to their shorter lifespan, and, in most cases, consumers are more willing to exchange their small appliances for a newer model. Even with a moderate internet penetration rate which was more than 70% in current year, the online channel of distribution is low and accounts for approximately more than 10%, owing to the high preference given to physical retail stores by the consumers. The number of customers who prefer to check for different appliances online to decide what they should purchase is high in the country.

Brazil Home Appliances Market Trends

Increasing Kitchen and Small Appliances Sales are Shaping the Market

Increasing concerns of people to cook healthy are driving the market for Kitchen and small appliances. The changing face of the economy is also enabling the customers to spend a little on the products that can ease their daily activity. The market for cooking

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

appliances is increasing. The changing family size, the younger generation moving to urban, increasing interest in health and wellness, and the growing number of single-person households is also driving the market for these cooking and small kitchen appliances.

E-Commerce Platforms are Driving the Market

There is a great scope for an increase in online-based sales of home appliances. The growth of the e-commerce sector is expected to be supported by rising internet penetration and smartphone use. This increase in E-commerce can drive the electronics sales such as home appliances and other domestic appliances. The rising urbanization and modernization are further driving the growth of e-commerce.

Brazil Home Appliances Industry Overview

The report covers major international players operating in Brazil Home Appliances Market. The home appliances market in Brazil holds a great scope for innovative products, making a difference from the existing ones in terms of quality. The market also holds a great scope for online retailers to penetrate by providing advanced services and additional value-added services. Some key players in the market are Whirlpool Corporation, Electrolux AB, LG Electronics, Samsung Electronics, and Panasonic Corporation.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS AND INSIGHTS

- 4.1 Market Overview
- 4.2 Market Drivers
 - 4.2.1 Online Retail is Driving the Market
 - 4.2.2 Increasing Disposable Income is Driving the Market
- 4.3 Market Restraints
 - 4.3.1 Changing Customer Preferences and Lifestyle
 - 4.3.2 Saturation in the Market with the Technology Used in the Appliances
- 4.4 Market Opportunities
 - 4.4.1 Multi functional Appliances are a Good Growth Opportunity in the Market
 - 4.4.2 Smart Home Technology Is an upcoming Opportunity in the Market
- 4.5 Industry Value Chain Analysis
- 4.6 Industry Attractiveness - Porters' Five Forces Analysis
 - 4.6.1 Threat of New Entrants
 - 4.6.2 Bargaining Power of Buyers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.6.3 Bargaining Power of Suppliers
- 4.6.4 Threat of Substitutes
- 4.6.5 Intensity of Competitive Rivalry
- 4.7 Insights on Technology Innovations in the Market
- 4.8 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 Major Appliances
 - 5.1.1 Refrigerators
 - 5.1.2 Freezers
 - 5.1.3 Dishwashing Machines
 - 5.1.4 Washing Machines
 - 5.1.5 Cookers and Ovens
- 5.2 Small Appliances
 - 5.2.1 Vacuum Cleaners
 - 5.2.2 Small Kitchen Appliances
 - 5.2.3 Hair Clippers
 - 5.2.4 Irons
 - 5.2.5 Toasters
 - 5.2.6 Grills and Roasters
 - 5.2.7 Hair Dryers
 - 5.2.8 Other Small Appliances
- 5.3 By Distribution Channel
 - 5.3.1 Multi-brand Stores
 - 5.3.2 Exclusive Stores
 - 5.3.3 Online
 - 5.3.4 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Whirlpool Corporation
 - 6.2.2 Electrolux AB
 - 6.2.3 LG Electronics
 - 6.2.4 Samsung Electronics
 - 6.2.5 Panasonic Corporation
 - 6.2.6 Mallory Ltda
 - 6.2.7 SEB Groupe
 - 6.2.8 Esmaltec S/A
 - 6.2.9 Atlas Electrodomesticos
 - 6.2.10 Gree Electric Appliances Inc
 - 6.2.11 Mondial Eletrodomesticos SA
 - 6.2.12 Mueller Eletrodomestico
 - 6.2.13 Arno SA
 - 6.2.14 Mallory Ltda*

7 FUTURE OF THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Brazil Home Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-03"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

