

## **Home and Garden in Brazil**

Market Direction | 2024-04-29 | 47 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

In 2023, home and garden in Brazil continued to experience high value growth, albeit at a decelerated pace, influenced by a blend of discernible trends and economic dynamics. The substantial drop in inflation from 9.2% in 2022 to 4.5% in 2023, alongside a steady increase in consumer expenditure on household goods and services, contributed to industry growth. Increased disposable incomes and consumer confidence further fuelled spending on home-related items, driving growth throughout the year.

Euromonitor International's Home and Garden in Brazil report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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

Why buy this report?

- \* Get a detailed picture of the Home and Garden 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Home and Garden in Brazil  
Euromonitor International  
April 2024

List Of Contents And Tables

### **HOME AND GARDEN IN BRAZIL**

#### **EXECUTIVE SUMMARY**

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

#### **MARKET DATA**

Table 1 Sales of Home and Garden by Category: Value 2018-2023

Table 2 Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Home and Garden: % Value 2019-2023

Table 4 LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 6 Distribution of Home and Garden by Format: % Value 2018-2023

Table 7 Distribution of Home and Garden by Format and Category: % Value 2023

Table 8 Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **GARDENING IN BRAZIL**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Brazil's post-pandemic economic recovery drives sales of pots and planters

Vitaplan emerges as dynamic brand in highly fragmented competitive landscape

Home improvement and gardening stores preferred channel for wide product mix

#### **PROSPECTS AND OPPORTUNITIES**

Gardening trends expected to gain momentum as consumers pursue healthier, greener urban living

Demand for automated tools and convenient plant care products expected to rise

#### **CATEGORY DATA**

Table 10 Sales of Gardening by Category: Value 2018-2023

Table 11 Sales of Gardening by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Gardening: % Value 2019-2023

Table 13 LBN Brand Shares of Gardening: % Value 2020-2023

Table 14 Distribution of Gardening by Format: % Value 2018-2023

Table 15 Forecast Sales of Gardening by Category: Value 2023-2028

Table 16 Forecast Sales of Gardening by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## HOME FURNISHINGS IN BRAZIL

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Marginal decline for bedroom furniture due to consolidation and high prices

Lighting sees significant jump in growth due to new designs and energy efficiency

Real estate boom and space efficiency boost growth for kitchen furniture

#### PROSPECTS AND OPPORTUNITIES

Streaming services and need for comfort to stabilise growth for sitting furniture

Popularity of gardening expected to support growth of outdoor furniture

Integration of online and offline channels expected to create a curated experience

#### CATEGORY DATA

Table 17 Sales of Home Furnishings by Category: Value 2018-2023

Table 18 Sales of Home Furnishings by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Home Furnishings: % Value 2019-2023

Table 20 LBN Brand Shares of Home Furnishings: % Value 2020-2023

Table 21 LBN Brand Shares of Light Sources: % Value 2020-2023

Table 22 Distribution of Home Furnishings by Format: % Value 2018-2023

Table 23 Forecast Sales of Home Furnishings by Category: Value 2023-2028

Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2023-2028

## HOME IMPROVEMENT IN BRAZIL

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Home improvement's growth impacted by inflation and pandemic setbacks

Bosch's growth supported by its credibility and technological innovation

Real estate growth and personalisation support sales of home paint

#### PROSPECTS AND OPPORTUNITIES

Sustainability and power efficiency to become a vital point of discussion

Laminate wooden flooring set to gain growth momentum

#### CATEGORY DATA

Table 25 Sales of Home Improvement by Category: Value 2018-2023

Table 26 Sales of Home Improvement by Category: % Value Growth 2018-2023

Table 27 NBO Company Shares of Home Improvement: % Value 2019-2023

Table 28 LBN Brand Shares of Home Improvement: % Value 2020-2023

Table 29 Distribution of Home Improvement by Format: % Value 2018-2023

Table 30 Forecast Sales of Home Improvement by Category: Value 2023-2028

Table 31 Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

## HOMEWARES IN BRAZIL

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sustainability increasingly prioritised for homewares with brands also taking initiative

Affordability drives the popularity of the atacarejo store format

Demand for food storage grows due to an increase in cooking at home

#### PROSPECTS AND OPPORTUNITIES

Future growth of homewares to be driven by innovation and healthy eating habits

Brazil's legislation for metal cookware to become effective in 2024

#### CATEGORY DATA

Table 32 Sales of Homewares by Category: Value 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 33 Sales of Homewares by Category: % Value Growth 2018-2023  
Table 34 Sales of Homewares by Material: % Value 2018-2023  
Table 35 NBO Company Shares of Homewares: % Value 2019-2023  
Table 36 LBN Brand Shares of Homewares: % Value 2020-2023  
Table 37 Distribution of Homewares by Format: % Value 2018-2023  
Table 38 Forecast Sales of Homewares by Category: Value 2023-2028  
Table 39 Forecast Sales of Homewares by Category: % Value Growth 2023-2028

## Home and Garden in Brazil

Market Direction | 2024-04-29 | 47 pages | Euromonitor

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 Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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="2025-05-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com