

## **Home Improvement in Brazil**

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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### **Report description:**

Home improvement in Brazil faced challenges in 2023 due to several factors. Although the price of construction materials stabilised, high household debt and lingering interest rates posed a challenge. Both floor tiles and wall tiles remained resilient due to affordability, diverse product offerings, widespread availability, and suitability for Brazil's warm climate. However, other segments such as hand and power tools experienced setbacks. These tools, crucial in construction, home maintenance,...

Euromonitor International's Home Improvement 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: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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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