

## **Homewares in Brazil**

Market Direction | 2024-04-29 | 20 pages | Euromonitor

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### **Report description:**

A significant trend towards sustainable plastic items was evident in Brazilian homewares in 2023. As consumers prioritised sustainability, the demand for homewares with reduced environmental impact surged, driving further innovation and adoption of eco-friendly practices within the category. The brand Brinox, through its Botanicals range of homewares, started using regenerated materials to craft its products. To create the line, it entered into partnerships with NGOs that actively collect ocean...

Euromonitor International's Homewares 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: Dining, Kitchen.

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

### **Why buy this report?**

- \* Get a detailed picture of the Homewares 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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reliable information resources to help drive informed strategic planning.

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