

Consumer Appliances in Brazil

Market Direction | 2024-11-18 | 120 pages | Euromonitor

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Report description:

Brazil has continued to be affected by an inflationary scenario in 2024, and although seeing some economic recovery, and a potentially improving economic outlook, many Brazilian consumers have continued to exhibit cautious behaviour in this year, prioritising expenditure on basic necessities, and trying to make their money last longer.

Euromonitor International's Consumer Appliances in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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

Why buy this report?

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

Table of Contents:

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List Of Contents And Tables

CONSUMER APPLIANCES IN BRAZIL

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 2 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 4 Sales of Consumer Appliances by Category: Value 2019-2024

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 10 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 11 Sales of Small Appliances by Category: Volume 2019-2024

Table 12 Sales of Small Appliances by Category: Value 2019-2024

Table 13 Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 14 Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 15 NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 16 LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 17 NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 18 LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 19 Distribution of Major Appliances by Format: % Volume 2019-2024

Table 20 Distribution of Small Appliances by Format: % Volume 2019-2024

Table 21 Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 22 Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 23 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 24 Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 25 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 26 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 27 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 28 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 29 Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 30 Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 31 Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 32 Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenges amidst economic caution and high inflation

Retailers prioritise innovation, aiming for a higher ticket price

New challenges, with supply chain disruptions and regional weather extremes

PROSPECTS AND OPPORTUNITIES

Upcoming energy efficiency standards poised to reshape refrigeration appliances

Global players are expanding their investments in Brazil

Adapting to reverse logistics and emerging regional retail power

CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2019-2024

Table 34 Sales of Refrigeration Appliances by Category: Value 2019-2024

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024

Table 37 Sales of Freezers by Format: % Volume 2019-2024

Table 38 Sales of Freezers by Volume Capacity: % Volume 2019-2024

Table 39 Sales of Fridge Freezers by Format: % Volume 2019-2024

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024

Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024

Table 42 □Sales of Fridges by Volume Capacity: % Volume 2019-2024

Table 43 □NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024

Table 44 □LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024

Table 45 □NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024

Table 46 □NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024

Table 47 □NBO Company Shares of Built-in Fridges: % Volume 2020-2024

Table 48 □NBO Company Shares of Freestanding Fridges: % Volume 2020-2024

Table 49 □Distribution of Refrigeration Appliances by Format: % Volume 2019-2024

Table 50 □Production of Refrigeration Appliances: Total Volume 2019-2024

Table 51 □Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029

Table 52 □Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029

Table 53 □Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029

Table 54 □Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

HOME LAUNDRY APPLIANCES IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home laundry appliances rebounds to retail volume growth amidst retailer crises and increased competition

Affordable innovation: Whirlpool and Electrolux target low price range

La Nina compounds regional differences in weather, impacting home laundry appliances

PROSPECTS AND OPPORTUNITIES

Improved economic outlook set to boost sales and growth of home laundry appliances

Global brands expand production and distribution in Brazil

Regional retailers poised to gain share as nationwide retailers struggle

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Table 55 Sales of Home Laundry Appliances by Category: Volume 2019-2024
 Table 56 Sales of Home Laundry Appliances by Category: Value 2019-2024
 Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024
 Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024
 Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024
 Table 60 Sales of Automatic Washing Machines by Format: % Volume 2019-2024
 Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024
 Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024
 Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024
 Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024
 Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2019-2024
 Table 66 Production of Home Laundry Appliances: Total Volume 2019-2024
 Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029
 Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029
 Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029
 Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

DISHWASHERS IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dishwashers grows in Brazil, as awareness increases and the competition intensifies

Investment from global players boosts the competition in dishwashers in Brazil

High costs and shrinking space in apartments barriers to dishwasher adoption

PROSPECTS AND OPPORTUNITIES

Dishwashers set for the strongest growth in major appliances as inflation eases

LG and Electrolux set to strengthen their presence in Brazil with major factory investments

Regional retailers set to capitalise on crisis affecting major chains

CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2019-2024
 Table 72 Sales of Dishwashers by Category: Value 2019-2024
 Table 73 Sales of Dishwashers by Category: % Volume Growth 2019-2024
 Table 74 Sales of Dishwashers by Category: % Value Growth 2019-2024
 Table 75 Sales of Dishwashers by Format: % Volume 2019-2024
 Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2020-2024
 Table 77 NBO Company Shares of Dishwashers: % Volume 2020-2024
 Table 78 LBN Brand Shares of Dishwashers: % Volume 2021-2024
 Table 79 Distribution of Dishwashers by Format: % Volume 2019-2024
 Table 80 Production of Dishwashers: Total Volume 2019-2024
 Table 81 Forecast Sales of Dishwashers by Category: Volume 2024-2029
 Table 82 Forecast Sales of Dishwashers by Category: Value 2024-2029
 Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2024-2029
 Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2024-2029

LARGE COOKING APPLIANCES IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Large cooking appliances returns to growth and sees increased accessibility to technology

Atlas strengthens its leadership in Brazil with a new factory and innovative product launches

Shrinking space in new apartments drives miniaturisation

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PROSPECTS AND OPPORTUNITIES

Positive outlook for large cooking appliances as inflation eases and competition intensifies

Built-in hobs: Aspirational growth and strong brand loyalty

Rising investment by major players in Brazil

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2019-2024

Table 86 Sales of Large Cooking Appliances by Category: Value 2019-2024

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024

Table 89 Sales of Built-in Hobs by Format: % Volume 2019-2024

Table 90 Sales of Ovens by Smart Appliances: % Volume 2020-2024

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2020-2024

Table 94 □NBO Company Shares of Ovens: % Volume 2020-2024

Table 95 □NBO Company Shares of Cooker Hoods: % Volume 2020-2024

Table 96 □NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024

Table 97 □NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024

Table 98 □NBO Company Shares of Cookers: % Volume 2020-2024

Table 99 □NBO Company Shares of Range Cookers: % Volume 2020-2024

Table 100 □Distribution of Large Cooking Appliances by Format: % Volume 2019-2024

Table 101 □Production of Large Cooking Appliances: Total Volume 2019-2024

Table 102 □Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029

Table 103 □Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029

Table 104 □Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029

Table 105 □Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

MICROWAVES IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Microwaves maintains growth in Brazil as inflation eases and the competition intensifies

Microwaves faces challenges from air fryers and commoditisation

Midea's new factory boosts its presence amidst rising competition in Brazil

PROSPECTS AND OPPORTUNITIES

Microwaves set for growth as economic conditions improve

Global leaders enhance their Brazilian presence

Urban space constraints likely to influence the size of microwaves

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2019-2024

Table 107 Sales of Microwaves by Category: Value 2019-2024

Table 108 Sales of Microwaves by Category: % Volume Growth 2019-2024

Table 109 Sales of Microwaves by Category: % Value Growth 2019-2024

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2020-2024

Table 111 NBO Company Shares of Microwaves: % Volume 2020-2024

Table 112 LBN Brand Shares of Microwaves: % Volume 2021-2024

Table 113 Distribution of Microwaves by Format: % Volume 2019-2024

Table 114 Production of Microwaves: Total Volume 2019-2024

Table 115 □Forecast Sales of Microwaves by Category: Volume 2024-2029

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Table 116 □Forecast Sales of Microwaves by Category: Value 2024-2029

Table 117 □Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029

Table 118 □Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

FOOD PREPARATION APPLIANCES IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price competition drives rebound amidst preference for affordable options

Shift from home baking to foodservice reduces demand for stand mixers

Britania Eletrodomesticos sustains its leadership despite e-commerce challenges and price wars

PROSPECTS AND OPPORTUNITIES

Volume growth set to be driven by increased brand variety, with value growth limited by competitive pricing

Rising penetration of food processors to be driven by versatility and space efficiency

Mondial Eletrodomesticos expands to challenge Britania in small appliances

CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2019-2024

Table 120 Sales of Food Preparation Appliances by Category: Value 2019-2024

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2019-2024

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 128 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 129 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

SMALL COOKING APPLIANCES IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in 2024 driven by air fryers and hard pod coffee machines

Air fryers shines in 2024: Innovation and social media drive growth across socioeconomic levels

Mondial dominates air fryers amidst the rising competition

PROSPECTS AND OPPORTUNITIES

Growing consumer interest will fuel a positive performance

Kettles set to gain popularity beyond regional preference, driving growth and attracting new players

Rising demand for sophisticated coffee machines expected

CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2019-2024

Table 131 Sales of Small Cooking Appliances by Category: Value 2019-2024

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024

Table 134 Sales of Freestanding Hobs by Format: % Volume 2019-2024

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2019-2024

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029

Table 139 □Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029

Table 140 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029

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Table 141 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2024-2029

VACUUM CLEANERS IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in vacuum cleaners driven by stick models and discounted robotic vacuum cleaners

Challenge to penetration in the lower socioeconomic segments due to cost and access barriers

Electrolux expands manufacturing to strengthen its leadership in standard vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Falling prices and increased competition set to drive growth in vacuum cleaners

Decline in upright vacuum cleaners set to persist, but new high power models may change its course

Robotic vacuum cleaners will face pricing pressure and consumer uncertainty

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2019-2024

Table 143 Sales of Vacuum Cleaners by Category: Value 2019-2024

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2019-2024

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029

Table 151 □Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029

Table 152 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029

Table 153 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

PERSONAL CARE APPLIANCES IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in personal care appliances stabilises in the post-pandemic period

Consumer loyalty to established hair care brands stays strong despite surge in new options

Campaigns expand market for male body shaving and spur retailers? interest

PROSPECTS AND OPPORTUNITIES

Health and wellness trend set to drive growth and penetration in personal care appliances

Tax changes and e-commerce partnerships to shape dynamics of personal care appliances

Xiaomi to capitalise on growth in electric facial cleansers with import tax benefits

CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2019-2024

Table 155 Sales of Personal Care Appliances by Category: Value 2019-2024

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2019-2024

Table 158 Sales of Body Shavers by Format: % Volume 2019-2024

Table 159 Sales of Hair Care Appliances by Format: % Volume 2019-2024

Table 160 NBO Company Shares of Personal Care Appliances 2020-2024

Table 161 LBN Brand Shares of Personal Care Appliances 2021-2024

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2019-2024

Table 163 □Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029

Table 164 □Forecast Sales of Personal Care Appliances by Category: Value 2024-2029

Table 165 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029

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Table 166 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

AIR TREATMENT PRODUCTS IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Air treatment products continues to surge in 2024, with cooling fans dominant

Impact of La Nina: Floods, droughts, and supply chain disruptions affect air conditioners

Investment surge in air conditioners amidst heatwaves and rising economic optimism

PROSPECTS AND OPPORTUNITIES

Steady growth for air treatment products amidst persistent high temperatures and expanding product range

Expansion of global brands in air treatment products

Good prospects for affordable solutions to deal with global warming

CATEGORY DATA

Table 167 Sales of Air Treatment Products by Category: Volume 2019-2024

Table 168 Sales of Air Treatment Products by Category: Value 2019-2024

Table 169 Sales of Air Treatment Products by Category: % Volume Growth 2019-2024

Table 170 Sales of Air Treatment Products by Category: % Value Growth 2019-2024

Table 171 Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024

Table 172 NBO Company Shares of Air Treatment Products: % Volume 2020-2024

Table 173 LBN Brand Shares of Air Treatment Products: % Volume 2021-2024

Table 174 Distribution of Air Treatment Products by Format: % Volume 2019-2024

Table 175 Production of Air Conditioners: Total Volume 2019-2024

Table 176 □Forecast Sales of Air Treatment Products by Category: Volume 2024-2029

Table 177 □Forecast Sales of Air Treatment Products by Category: Value 2024-2029

Table 178 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029

Table 179 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

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