

## **Food Preparation Appliances in Brazil**

Market Direction | 2024-11-18 | 37 pages | Euromonitor

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### **Report description:**

Food preparation appliances in Brazil is expected to rebound to growth in 2024, although the increasing competition caused by the entry of cheaper Chinese brands and products, mainly in the largest category, blenders, is set to lead to a slightly higher increase in retail volume terms than in retail current value terms. Being a traditional and mature category in the country, with a high penetration and replacement rate amongst households of all socioeconomic levels, blenders is a category moved...

Euromonitor International's Food Preparation 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: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation 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 Food Preparation 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.

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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

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