

Refrigeration Appliances in Brazil

Market Direction | 2024-11-18 | 42 pages | Euromonitor

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Report description:

Many Brazilian consumers have maintained cautious purchasing behaviour in 2024, due to the continued inflationary scenario in the country, although there has been some recovery, and a potentially improving economic outlook. Some people have prioritised expenditure on basic necessities, and are trying to make their money last longer. This is expected to lead refrigeration appliances in Brazil to see only low retail volume growth in 2024, with the better current value growth rate being attributed...

Euromonitor International's Refrigeration 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: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration 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.

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