

Brazil Laundry Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Brazil Laundry Appliances Market size is estimated at USD 1.91 billion in 2025, and is expected to reach USD 2.21 billion by 2030, at a CAGR of greater than 3% during the forecast period (2025-2030).

Rising household expenditure and income, along with changing lifestyles and standards of living, are some of the factors fostering the demand for laundry appliances in the market. Smart technology, voice commands, and multi-functional laundry appliances are further fueling the demand for appliances in both commercial and residential sectors. The launch of an automatic washer-dryer by LG is an innovation in the market that features Artificial Intelligence and AI-powered customer care services. The machine not only tells consumers about weight and load but also gives information about the type of fabric identified with sensors. The post-COVID-19 scenario of the Brazil laundry appliances market has seen a significant increase in demand as people prioritize cleanliness and hygiene. With more time spent at home, the demand for washing machines and dryers has risen. Additionally, there's a growing preference for smart and energy-efficient appliances.

Brazil Laundry Appliances Market Trends

Washing Machines are Leading the Laundry Appliances Segment

Space constraints in cities and the busy lifestyle of the people due to reduced time are enhancing the use of convenient appliances such as washing machines in Brazil. The increasing purchasing power of households and reduced credit rates are making households major buyers of washing machines in the country. The washer-dryer is also preferred because of the dual function of the dryers and washing machines in one appliance and is also perfectly suitable for small apartments and flats. However, commercial laundry services are also gaining traction due to low-cost operations and few investments.

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Increase in Online Sales of Laundry Appliances

The increase in online sales of laundry appliances is indeed driving the Brazilian laundry appliances market. Online sales have gained significant momentum in recent years due to various factors, such as increasing internet penetration, expanding e-commerce platforms, and changing consumer behavior. Online sales provide access to a larger customer base, reaching consumers in remote areas where physical stores may not be readily available. This broader reach helps manufacturers and retailers tap into previously untapped markets. Online platforms often offer competitive pricing due to reduced overhead costs compared to brick-and-mortar stores. Consumers can find attractive discounts, deals, and promotions when purchasing laundry appliances online. This pricing advantage has been a significant driver for the growth of online sales in the Brazilian laundry appliances market. Brazil has witnessed the growth of various e-commerce platforms, both local and international, which have fueled the online sales of laundry appliances. These platforms provide a dedicated marketplace for sellers to showcase and sell their products, giving consumers a wide array of options to choose from.

Brazil Laundry Appliances Industry Overview

The Brazil laundry appliances market is moderately consolidated, with international players such as Electrolux and Whirlpool holding significant shares and also has national brands and a few regional brands. However, many international brands, such as Electrolux and Whirlpool, are intensifying competition in the market for laundry appliances. The international players have a good variety of high-quality products and are looked at as traditional brands by consumers.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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