

Brazil Refrigerator Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

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Report description:

The Brazil refrigerator market reached around USD 5.35 Billion in 2024. The market is projected to grow at a CAGR of 5.40% between 2025 and 2034 to reach nearly USD 9.05 Billion by 2034.

Brazil Refrigerator Market Growth

Brazil holds the position of the largest e-commerce market in Latin America and ranks as the 13th largest globally as of 2021. In 2019, the nation recorded total e-commerce sales amounting to EUR 12.5 billion, reflecting a year-on-year increase of 16%. In early 2022, Mercado Livre, the Brazilian branch of the Argentine e-commerce powerhouse Mercado Libre, emerged as the most frequented e-commerce site in Brazil.

E-commerce platforms provide consumers with the convenience of browsing, comparing, and purchasing goods, including refrigerators, from the comfort of their homes. This ease of access is contributing to a rise in refrigerator sales, as an increasing number of individuals choose to shop online. The growing internet penetration and the widespread adoption of smartphones across various regions have facilitated consumer access to e-commerce platforms, resulting in a notable increase in online purchases of white goods, including refrigerators.

The continuous urbanisation in Brazil, coupled with the growth of housing developments, is significantly increasing the demand for home appliances, especially refrigerators. In 2023, the urban population in Brazil constituted 87.8%, with an average annual growth rate of 0.79%. This urbanisation trend is linked to fast-paced lifestyles, where convenience is paramount. Refrigerators play a crucial role in storing ready-to-eat meals, fresh produce, and beverages, thereby meeting the needs of busy urban residents.

Key Trends and Development

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Rapid urbanisation; increasing demand for multidoor refrigerators; rising popularity of smart refrigerators; and the growing trend of sustainability are favouring the Brazil refrigerator market expansion.

July 2024

KONKA Group Co., Ltd. showcased its latest home appliances such as refrigerators, televisions, and washing machines, at Brazil's Eletrolar Show, highlighting its commitment to the Brazilian electronics sector. The company showcased its side-by-side refrigerators with a net volume of 450 litres that meet the Brazilian energy-efficiency class A standards.

April 2024

TCL announced the arrival of its white goods, including Multidoor TCL C516CDN, Multidoor TCL C589CDN, and Side by Side TCL C516SBIM refrigerators in Brazil.

April 2024

LG Electronics announced the expansion of white goods production in Brazil and began the production of refrigerators in Fazenda Rio Grande, Parana state with an investment of USD 250 million.

January 2024

The Brazilian government announced that refrigerators with an energy-efficiency level of a minimum of 85.5% can be imported and produced in Brazil from January 1, 2024.

Growing Urbanisation and Rising Disposable Incomes

A rise in disposable income and rapid urbanisation in Brazil are driving sales of household appliances, including refrigerators. The growing consumption of healthy and home-cooked food is also surging the demand for refrigerators for food preservation.

Increasing Popularity of Multidoor Refrigerators

There is a growing demand for multidoor refrigerators that feature expansive fridge space, customised storage, space efficiency, temperature control, enhanced convenience, and energy efficiency. Such refrigerators are typically equipped with advanced cooling systems that can efficiently regulate temperature to preserve foods.

Rising Demand for Smart Refrigerators

Refrigerators equipped with technologies like IoT, sensors, data analytics, and AI are gaining popularity as they optimise cooling processes, allow for real-time control and monitoring, proactively detect issues, and lower energy consumption.

Growing Trend of Sustainability

With the growing trend of sustainability, there is a shift towards environmentally friendly refrigerants such as ammonia, carbon dioxide, and hydrocarbons that do not deplete the ozone layer and minimise global warming. Moreover, end-users prefer sustainable refrigerating solutions to lower operating costs, gain a competitive edge, improve energy efficiency, and adhere to stringent government regulations.

Brazil Refrigerator Market Trends

There is a surging adoption of smart refrigerators equipped with precise temperature and humidity control, advanced cooling systems, and air purification technology to optimise storage for different food types such as fruits and vegetables. Real-time inventory tracking offered by such refrigerators enables users to track items and their expiration dates and prevent food waste. Besides, the rising focus on sustainability is boosting the demand for smart refrigerators as they promote responsible energy consumption in households.

Brazil Refrigerator Industry Segmentation

Brazil Refrigerator Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Product Type:

- Single Door
- Double Door
- Side by Side
- French Door

Market Breakup by Freezer:

- Top Freezer
- Bottom Freezer
- Convertibles

Market Breakup by Application:

- Household
- Commercial

Market Breakup by Distribution Channel:

- Online
- Offline

Market Breakup by Region:

- Sao Paulo
- Minas Gerais
- Rio de Janeiro
- Bahia
- Rio Grande do Sul
- Others

Brazil Refrigerator Market Share

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Based on the application, the market is segmented into household and commercial. The commercial segment is projected to grow at a CAGR of 5.8% during the forecast period of 2025-2034. Refrigerators are vital in commercial environments, serving a crucial function across multiple sectors by maintaining the freshness of food, beverages, and other perishable goods.

Leading Companies in the Brazil Refrigerator Market

Major players are focusing on the production of smart and energy-efficient refrigerators to gain a competitive edge in the market.

- Samsung Electronics Co. Ltd.
- LG Corp.
- Robert Bosch GmbH
- General Electric Company
- Midea Group Co. Ltd.
- Hisense International Co., Ltd.
- Electrolux AB
- Panasonic Holdings Corp.
- Whirlpool Corporation
- Others

The comprehensive report looks into the macro and micro aspects of the market. The EMR report gives an in-depth insight into the market by providing a SWOT analysis as well as an analysis of Porter's Five Forces model.

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