

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

Market Report | 2025-07-15 | 103 pages | EMR Inc.

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### **Report description:**

The Brazil furniture market size attained a value of USD 18.65 Billion in 2024. The market is further expected to grow at a CAGR of 4.20% between 2025 and 2034, to reach a value of USD 28.14 Billion by 2034.

### Key Trends in the Market

Furniture is an umbrella term which includes equipment, accessories, and movable objects used to provide comfort to the occupants of a space. The aim of furniture is to enhance the suitability of living in a personal or commercial space of a building, office, or a complex maintained for temporary public occupancy. Chairs, tables, beds, and cupboards, are the typical examples of furniture.

- The increasing interest in home decor and knowledge about furniture and its sources among the local population are the key Brazil furniture market trends. In addition, high-quality bedroom and living room furniture manufactured by local players is further fuelling the market growth.

- The rapid emergence of the e-commerce sector is enhancing the shopping experience of customers, leading to a greater sale of different types of furniture in the country. In addition, online websites provide more personalised options for the local population which is an aiding factor of the furniture market in Brazil.

- Increasing demand for office furniture, to enhance the professional environment is another crucial market trend. In line with this, efforts made by enterprises to freshen-up work place settings are expected to fuel the demand for office furniture in the forecast period.

- Growing applications of aesthetically pleasing furniture across commercial places such as restaurants, hotels, shopping outlets,

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retail stores, and pubs, to facilitate customer retention, brand recall, and diffuse a positive vibe in the environment, is likely to garner the Brazil furniture industry in the coming years.

### Market Segmentation

The EMR's report titled "Brazil Furniture Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

#### Market Breakup by Type

- Metal
- Wood
- Plastic
- Glass
- Others

#### Market Breakup by End Use

- Residential
- Commercial
- Hospitality
- Others

#### Market Breakup by Distribution Channel

- Home Centres
- Flagships Stores
- Specialty Stores
- Online
- Others

#### Market Share by Type

The wood segment, based on type, accounts for a healthy share of the Brazil furniture market. Wooden furniture are durable, versatile, sustainable, and stylish, making it a more preferable product among the households. High production of wood in Brazil is likely to strengthen the supply chain of wooden furniture, thereby, bolstering the growth of this segment. Increasing investments in planted forests, to generate energy and increase production of wood would further increase the availability of wood, encouraging experimentation with different wooden furniture designs, and contributing to the segment's growth in the forecast period. Moreover, high aesthetic appeal of wood is expected to heighten its incorporation across houses in the coming years.

#### Market Share by End Use

Based on end use, the residential segment occupies a significant share in the Brazil furniture market. Increasing investments in home improvement projects, owing to the growing number of people migrating to suburban homes, are driving the growth of this segment. Good-quality Brazilian furniture for bedrooms and living rooms are witnessing a heightened demand. Increasing investments towards replacing outdated or ageing home decor furniture components are expected to expand the purchasing of

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brand-new furniture in the forecast period. Over the coming years, the anticipated increase in disposable income, rapid urban development, and surge in working population in the country are expected to provide impetus to the residential end uses of furniture.

## Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the key players in the Brazil furniture market, covering their competitive landscape and latest developments like mergers, acquisitions, investments and expansion plans.

### Lojas Renner SA

Lojas Renner SA is a retail store operator which sells apparel, sporting equipment, footwear, homeware, decor, perfumes, and bedding and bathing accessories, among other products. In addition to its chain of departmental stores, Lojas Renner has also expanded its reach online through its dedicated online store. The company was founded in 1965 and is currently headquartered in Porto Alegre, Brazil.

### Tok&Stok

Tok&Stok is a leading specialty furniture and decor retailer of Brazil. The product portfolio of this company includes furniture for bedrooms, kitchens, living rooms, dining rooms, and gardens. It offers exclusive designer items as well as decorative solutions at affordable prices. Currently based out of Sao Paulo, Brazil, the company was founded in 1978.

### Saccaro

Saccaro is a renowned Brazilian furniture producer which develops and sells high-quality, handcrafted, and unique furniture. It is also one of the major furniture exporters of Brazil and is dedicated towards developing innovative craftsmanship of artists, architects, and designers. The company was established in 1946 and is currently headquartered in Rio Grande do Sul, Brazil.

Other market players include Grupo Sierra, Via Varejo Group, RTA Products, LLC, and Dalla Costa Ltda, among others.

## More Insights On

Folding Furniture Market

Vietnam Kitchen Furniture Market

United States Office Furniture Market

United States Outdoor Furniture Market

Latin America Baby Furniture Market

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