

Home & Garden Products Retail in Brazil

Industry Report | 2025-10-02 | 43 pages | MarketLine

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Report description:

Home & Garden Products Retail in Brazil

Summary

Home & Garden Products Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Home & garden products retail market is segmented into gardening and outdoor living, home improvement, and homewares. The market value represents the retail sales.
- The Brazilian home & garden products retail market recorded revenues of \$26 billion in 2024, representing a negative compound annual growth rate (CAGR) of 1.4% between 2019 and 2024.
- The home improvement segment accounted for the market's largest proportion in 2024, with total revenues of \$14.8 billion, equivalent to 56.9% of the market's overall value.
- Brazil captured a share of 56.6% in the South American home & garden products retail market in 2024.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the home & garden products retail market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the home & garden products retail market in Brazil
- Leading company profiles reveal details of key home & garden products retail market players' global operations and financial

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performance

- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil home & garden products retail market with five year forecasts

Reasons to Buy

- What was the size of the Brazil home & garden products retail market by value in 2024?
- What will be the size of the Brazil home & garden products retail market in 2029?
- What factors are affecting the strength of competition in the Brazil home & garden products retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Brazil's home & garden products retail market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Category segmentation

1.4. Geography segmentation

1.5. Market rivalry

1.6. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

5 Market Outlook

5.1. Market value forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Who are the leading players?

7.2. What strategies do the leading players follow?

7.3. What are the strengths of the leading players?

7.4. What are the key trends in the market?

8 Company Profiles

8.1. Companhia Brasileira de Distribuicao

8.2. Magazine Luiza SA

8.3. Grupo Argos SA

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8.4. Amazon.com Inc
9 Macroeconomic Indicators
9.1. Country data
10 Appendix
10.1. Methodology
10.2. Industry associations
10.3. Related MarketLine research
10.4. About MarketLine

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