

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

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?

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