



Home Furnishings in Brazil

April 2024

Table of Contents

Home Furnishings in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Marginal decline for bedroom furniture due to consolidation and high prices
Lighting sees significant jump in growth due to new designs and energy efficiency
Real estate boom and space efficiency boost growth for kitchen furniture

PROSPECTS AND OPPORTUNITIES

Streaming services and need for comfort to stabilise growth for sitting furniture
Popularity of gardening expected to support growth of outdoor furniture
Integration of online and offline channels expected to create a curated experience

CATEGORY DATA

Table 1 - Sales of Home Furnishings by Category: Value 2018-2023

Table 2 - Sales of Home Furnishings by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Home Furnishings: % Value 2019-2023

Table 4 - LBN Brand Shares of Home Furnishings: % Value 2020-2023

Table 5 - LBN Brand Shares of Light Sources: % Value 2020-2023

Table 6 - Distribution of Home Furnishings by Format: % Value 2018-2023

Table 7 - Forecast Sales of Home Furnishings by Category: Value 2023-2028

Table 8 - Forecast Sales of Home Furnishings by Category: % Value Growth 2023-2028

Home and Garden in Brazil - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 9 - Sales of Home and Garden by Category: Value 2018-2023

Table 10 - Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Home and Garden: % Value 2019-2023

Table 12 - LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 14 - Distribution of Home and Garden by Format: % Value 2018-2023

Table 15 - Distribution of Home and Garden by Format and Category: % Value 2023

Table 16 - Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-furnishings-in-brazil/report.