

Refrigeration Appliances in Brazil

December 2023

Table of Contents

Refrigeration Appliances in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fridge freezers and wine coolers positively contribute to category growth

Low production growth as consumption levels improve

Premiumisation as a strategy to creating wider brand awareness

PROSPECTS AND OPPORTUNITIES

Phygital strategies should transform appliance retailing over the forecast period

Brazilian consumers increasingly interested in smart kitchen appliances

Consumer confidence and lower inflationary pressure set to influence future growth

CATEGORY DATA

- Table 1 Sales of Refrigeration Appliances by Category: Volume 2018-2023
- Table 2 Sales of Refrigeration Appliances by Category: Value 2018-2023
- Table 3 Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
- Table 4 Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
- Table 5 Sales of Freezers by Format: % Volume 2018-2023
- Table 6 Sales of Freezers by Volume Capacity: % Volume 2018-2023
- Table 7 Sales of Fridge Freezers by Format: % Volume 2018-2023
- Table 8 Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
- Table 9 Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
- Table 10 Sales of Fridges by Volume Capacity: % Volume 2018-2023
- Table 11 NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
- Table 12 LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
- Table 13 NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
- Table 14 NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
- Table 15 Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
- Table 16 Production of Refrigeration Appliances: Total Volume 2018-2023
- Table 17 Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
- Table 18 Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
- Table 19 Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
- Table 20 Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in Brazil - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 21 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 22 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

- Table 23 Sales of Consumer Appliances by Category: Volume 2018-2023
- Table 24 Sales of Consumer Appliances by Category: Value 2018-2023
- Table 25 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
- Table 26 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

- Table 27 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
- Table 28 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
- Table 29 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
- Table 30 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
- Table 31 Sales of Small Appliances by Category: Volume 2018-2023
- Table 32 Sales of Small Appliances by Category: Value 2018-2023
- Table 33 Sales of Small Appliances by Category: % Volume Growth 2018-2023
- Table 34 Sales of Small Appliances by Category: % Value Growth 2018-2023
- Table 35 NBO Company Shares of Major Appliances: % Volume 2019-2023
- Table 36 LBN Brand Shares of Major Appliances: % Volume 2020-2023
- Table 37 NBO Company Shares of Small Appliances: % Volume 2019-2023
- Table 38 LBN Brand Shares of Small Appliances: % Volume 2020-2023
- Table 39 Distribution of Major Appliances by Format: % Volume 2018-2023
- Table 40 Distribution of Small Appliances by Format: % Volume 2018-2023
- Table 41 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
- Table 42 Forecast Sales of Consumer Appliances by Category: Value 2023-2028
- Table 43 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
- Table 44 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
- Table 45 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
- Table 46 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
- Table 47 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
- Table 48 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
- Table 49 Forecast Sales of Small Appliances by Category: Volume 2023-2028
- Table 50 Forecast Sales of Small Appliances by Category: Value 2023-2028
- Table 51 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
- Table 52 Forecast Sales of Small Appliances 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 focusing 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/refrigeration-appliances-in-brazil/report.