



Euromonitor  
International

# Consumer Appliances in Brazil

November 2024

Table of Contents

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer appliances?

MARKET INDICATORS

Table 1 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025  
Table 2 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 3 - Sales of Consumer Appliances by Category: Volume 2019-2024  
Table 4 - Sales of Consumer Appliances by Category: Value 2019-2024  
Table 5 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024  
Table 6 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024  
Table 7 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024  
Table 8 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024  
Table 9 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024  
Table 10 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024  
Table 11 - Sales of Small Appliances by Category: Volume 2019-2024  
Table 12 - Sales of Small Appliances by Category: Value 2019-2024  
Table 13 - Sales of Small Appliances by Category: % Volume Growth 2019-2024  
Table 14 - Sales of Small Appliances by Category: % Value Growth 2019-2024  
Table 15 - NBO Company Shares of Major Appliances: % Volume 2020-2024  
Table 16 - LBN Brand Shares of Major Appliances: % Volume 2021-2024  
Table 17 - NBO Company Shares of Small Appliances: % Volume 2020-2024  
Table 18 - LBN Brand Shares of Small Appliances: % Volume 2021-2024  
Table 19 - Distribution of Major Appliances by Format: % Volume 2019-2024  
Table 20 - Distribution of Small Appliances by Format: % Volume 2019-2024  
Table 21 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029  
Table 22 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029  
Table 23 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029  
Table 24 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029  
Table 25 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029  
Table 26 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029  
Table 27 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029  
Table 28 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029  
Table 29 - Forecast Sales of Small Appliances by Category: Volume 2024-2029  
Table 30 - Forecast Sales of Small Appliances by Category: Value 2024-2029  
Table 31 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029  
Table 32 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dishwashers grows in Brazil, as awareness increases and the competition intensifies  
Investment from global players boosts the competition in dishwashers in Brazil  
High costs and shrinking space in apartments barriers to dishwasher adoption

PROSPECTS AND OPPORTUNITIES

Dishwashers set for the strongest growth in major appliances as inflation eases  
LG and Electrolux set to strengthen their presence in Brazil with major factory investments  
Regional retailers set to capitalise on crisis affecting major chains

CATEGORY DATA

- Table 33 - Sales of Dishwashers by Category: Volume 2019-2024
- Table 34 - Sales of Dishwashers by Category: Value 2019-2024
- Table 35 - Sales of Dishwashers by Category: % Volume Growth 2019-2024
- Table 36 - Sales of Dishwashers by Category: % Value Growth 2019-2024
- Table 37 - Sales of Dishwashers by Format: % Volume 2019-2024
- Table 38 - Sales of Dishwashers by Smart Appliances: % Volume 2020-2024
- Table 39 - NBO Company Shares of Dishwashers: % Volume 2020-2024
- Table 40 - LBN Brand Shares of Dishwashers: % Volume 2021-2024
- Table 41 - Distribution of Dishwashers by Format: % Volume 2019-2024
- Table 42 - Production of Dishwashers: Total Volume 2019-2024
- Table 43 - Forecast Sales of Dishwashers by Category: Volume 2024-2029
- Table 44 - Forecast Sales of Dishwashers by Category: Value 2024-2029
- Table 45 - Forecast Sales of Dishwashers by Category: % Volume Growth 2024-2029
- Table 46 - Forecast Sales of Dishwashers by Category: % Value Growth 2024-2029

Home Laundry Appliances in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home laundry appliances rebounds to retail volume growth amidst retailer crises and increased competition  
Affordable innovation: Whirlpool and Electrolux target low price range  
La Niña compounds regional differences in weather, impacting home laundry appliances

PROSPECTS AND OPPORTUNITIES

Improved economic outlook set to boost sales and growth of home laundry appliances  
Global brands expand production and distribution in Brazil  
Regional retailers poised to gain share as nationwide retailers struggle

CATEGORY DATA

- Table 47 - Sales of Home Laundry Appliances by Category: Volume 2019-2024
- Table 48 - Sales of Home Laundry Appliances by Category: Value 2019-2024
- Table 49 - Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024
- Table 50 - Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024
- Table 51 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024
- Table 52 - Sales of Automatic Washing Machines by Format: % Volume 2019-2024
- Table 53 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024
- Table 54 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024
- Table 55 - NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024
- Table 56 - LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024
- Table 57 - Distribution of Home Laundry Appliances by Format: % Volume 2019-2024
- Table 58 - Production of Home Laundry Appliances: Total Volume 2019-2024

Table 59 - Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029

Table 60 - Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029

Table 61 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029

Table 62 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

Large Cooking Appliances in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Large cooking appliances returns to growth and sees increased accessibility to technology

Atlas strengthens its leadership in Brazil with a new factory and innovative product launches

Shrinking space in new apartments drives miniaturisation

PROSPECTS AND OPPORTUNITIES

Positive outlook for large cooking appliances as inflation eases and competition intensifies

Built-in hobs: Aspirational growth and strong brand loyalty

Rising investment by major players in Brazil

CATEGORY DATA

Table 63 - Sales of Large Cooking Appliances by Category: Volume 2019-2024

Table 64 - Sales of Large Cooking Appliances by Category: Value 2019-2024

Table 65 - Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024

Table 66 - Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024

Table 67 - Sales of Built-in Hobs by Format: % Volume 2019-2024

Table 68 - Sales of Ovens by Smart Appliances: % Volume 2020-2024

Table 69 - NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024

Table 70 - LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024

Table 71 - NBO Company Shares of Built-in Hobs: % Volume 2020-2024

Table 72 - NBO Company Shares of Ovens: % Volume 2020-2024

Table 73 - NBO Company Shares of Cooker Hoods: % Volume 2020-2024

Table 74 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024

Table 75 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024

Table 76 - NBO Company Shares of Cookers: % Volume 2020-2024

Table 77 - NBO Company Shares of Range Cookers: % Volume 2020-2024

Table 78 - Distribution of Large Cooking Appliances by Format: % Volume 2019-2024

Table 79 - Production of Large Cooking Appliances: Total Volume 2019-2024

Table 80 - Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029

Table 81 - Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029

Table 82 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029

Table 83 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

Microwaves in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Microwaves maintains growth in Brazil as inflation eases and the competition intensifies

Microwaves faces challenges from air fryers and commoditisation

Midea’s new factory boosts its presence amidst rising competition in Brazil

PROSPECTS AND OPPORTUNITIES

Microwaves set for growth as economic conditions improve

Global leaders enhance their Brazilian presence

Urban space constraints likely to influence the size of microwaves

CATEGORY DATA

- Table 84 - Sales of Microwaves by Category: Volume 2019-2024
- Table 85 - Sales of Microwaves by Category: Value 2019-2024
- Table 86 - Sales of Microwaves by Category: % Volume Growth 2019-2024
- Table 87 - Sales of Microwaves by Category: % Value Growth 2019-2024
- Table 88 - Sales of Microwaves by Smart Appliances: % Volume 2020-2024
- Table 89 - NBO Company Shares of Microwaves: % Volume 2020-2024
- Table 90 - LBN Brand Shares of Microwaves: % Volume 2021-2024
- Table 91 - Distribution of Microwaves by Format: % Volume 2019-2024
- Table 92 - Production of Microwaves: Total Volume 2019-2024
- Table 93 - Forecast Sales of Microwaves by Category: Volume 2024-2029
- Table 94 - Forecast Sales of Microwaves by Category: Value 2024-2029
- Table 95 - Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029
- Table 96 - Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

Refrigeration Appliances in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Challenges amidst economic caution and high inflation
- Retailers prioritise innovation, aiming for a higher ticket price
- New challenges, with supply chain disruptions and regional weather extremes

PROSPECTS AND OPPORTUNITIES

- Upcoming energy efficiency standards poised to reshape refrigeration appliances
- Global players are expanding their investments in Brazil
- Adapting to reverse logistics and emerging regional retail power

CATEGORY DATA

- Table 97 - Sales of Refrigeration Appliances by Category: Volume 2019-2024
- Table 98 - Sales of Refrigeration Appliances by Category: Value 2019-2024
- Table 99 - Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024
- Table 100 - Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024
- Table 101 - Sales of Freezers by Format: % Volume 2019-2024
- Table 102 - Sales of Freezers by Volume Capacity: % Volume 2019-2024
- Table 103 - Sales of Fridge Freezers by Format: % Volume 2019-2024
- Table 104 - Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024
- Table 105 - Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024
- Table 106 - Sales of Fridges by Volume Capacity: % Volume 2019-2024
- Table 107 - NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024
- Table 108 - LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024
- Table 109 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024
- Table 110 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024
- Table 111 - NBO Company Shares of Built-in Fridges: % Volume 2020-2024
- Table 112 - NBO Company Shares of Freestanding Fridges: % Volume 2020-2024
- Table 113 - Distribution of Refrigeration Appliances by Format: % Volume 2019-2024
- Table 114 - Production of Refrigeration Appliances: Total Volume 2019-2024
- Table 115 - Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029
- Table 116 - Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029
- Table 117 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029
- Table 118 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

## Air Treatment Products in Brazil

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Air treatment products continues to surge in 2024, with cooling fans dominant  
Impact of La Niña: Floods, droughts, and supply chain disruptions affect air conditioners  
Investment surge in air conditioners amidst heatwaves and rising economic optimism

#### PROSPECTS AND OPPORTUNITIES

Steady growth for air treatment products amidst persistent high temperatures and expanding product range  
Expansion of global brands in air treatment products  
Good prospects for affordable solutions to deal with global warming

#### CATEGORY DATA

Table 119 - Sales of Air Treatment Products by Category: Volume 2019-2024  
Table 120 - Sales of Air Treatment Products by Category: Value 2019-2024  
Table 121 - Sales of Air Treatment Products by Category: % Volume Growth 2019-2024  
Table 122 - Sales of Air Treatment Products by Category: % Value Growth 2019-2024  
Table 123 - Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024  
Table 124 - NBO Company Shares of Air Treatment Products: % Volume 2020-2024  
Table 125 - LBN Brand Shares of Air Treatment Products: % Volume 2021-2024  
Table 126 - Distribution of Air Treatment Products by Format: % Volume 2019-2024  
Table 127 - Production of Air Conditioners: Total Volume 2019-2024  
Table 128 - Forecast Sales of Air Treatment Products by Category: Volume 2024-2029  
Table 129 - Forecast Sales of Air Treatment Products by Category: Value 2024-2029  
Table 130 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029  
Table 131 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

## Food Preparation Appliances in Brazil

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Price competition drives rebound amidst preference for affordable options  
Shift from home baking to foodservice reduces demand for stand mixers  
Britânia Eletrodomésticos sustains its leadership despite e-commerce challenges and price wars

#### PROSPECTS AND OPPORTUNITIES

Volume growth set to be driven by increased brand variety, with value growth limited by competitive pricing  
Rising penetration of food processors to be driven by versatility and space efficiency  
Mondial Eletrodomésticos expands to challenge Britânia in small appliances

#### CATEGORY DATA

Table 132 - Sales of Food Preparation Appliances by Category: Volume 2019-2024  
Table 133 - Sales of Food Preparation Appliances by Category: Value 2019-2024  
Table 134 - Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024  
Table 135 - Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024  
Table 136 - NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024  
Table 137 - LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024  
Table 138 - Distribution of Food Preparation Appliances by Format: % Volume 2019-2024  
Table 139 - Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029  
Table 140 - Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 141 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 142 - Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

Personal Care Appliances in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth in personal care appliances stabilises in the post-pandemic period
- Consumer loyalty to established hair care brands stays strong despite surge in new options
- Campaigns expand market for male body shaving and spur retailers' interest

PROSPECTS AND OPPORTUNITIES

- Health and wellness trend set to drive growth and penetration in personal care appliances
- Tax changes and e-commerce partnerships to shape dynamics of personal care appliances
- Xiaomi to capitalise on growth in electric facial cleansers with import tax benefits

CATEGORY DATA

- Table 143 - Sales of Personal Care Appliances by Category: Volume 2019-2024
- Table 144 - Sales of Personal Care Appliances by Category: Value 2019-2024
- Table 145 - Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024
- Table 146 - Sales of Personal Care Appliances by Category: % Value Growth 2019-2024
- Table 147 - Sales of Body Shavers by Format: % Volume 2019-2024
- Table 148 - Sales of Hair Care Appliances by Format: % Volume 2019-2024
- Table 149 - NBO Company Shares of Personal Care Appliances 2020-2024
- Table 150 - LBN Brand Shares of Personal Care Appliances 2021-2024
- Table 151 - Distribution of Personal Care Appliances by Format: % Volume 2019-2024
- Table 152 - Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029
- Table 153 - Forecast Sales of Personal Care Appliances by Category: Value 2024-2029
- Table 154 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029
- Table 155 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

Small Cooking Appliances in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth in 2024 driven by air fryers and hard pod coffee machines
- Air fryers shines in 2024: Innovation and social media drive growth across socioeconomic levels
- Mondial dominates air fryers amidst the rising competition

PROSPECTS AND OPPORTUNITIES

- Growing consumer interest will fuel a positive performance
- Kettles set to gain popularity beyond regional preference, driving growth and attracting new players
- Rising demand for sophisticated coffee machines expected

CATEGORY DATA

- Table 156 - Sales of Small Cooking Appliances by Category: Volume 2019-2024
- Table 157 - Sales of Small Cooking Appliances by Category: Value 2019-2024
- Table 158 - Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024
- Table 159 - Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024
- Table 160 - Sales of Freestanding Hobs by Format: % Volume 2019-2024
- Table 161 - NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024
- Table 162 - LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024

Table 163 - Distribution of Small Cooking Appliances by Format: % Volume 2019-2024

Table 164 - Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029

Table 165 - Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029

Table 166 - Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029

Table 167 - Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2024-2029

Vacuum Cleaners in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in vacuum cleaners driven by stick models and discounted robotic vacuum cleaners

Challenge to penetration in the lower socioeconomic segments due to cost and access barriers

Electrolux expands manufacturing to strengthen its leadership in standard vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Falling prices and increased competition set to drive growth in vacuum cleaners

Decline in upright vacuum cleaners set to persist, but new high power models may change its course

Robotic vacuum cleaners will face pricing pressure and consumer uncertainty

CATEGORY DATA

Table 168 - Sales of Vacuum Cleaners by Category: Volume 2019-2024

Table 169 - Sales of Vacuum Cleaners by Category: Value 2019-2024

Table 170 - Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024

Table 171 - Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024

Table 172 - Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024

Table 173 - NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024

Table 174 - LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024

Table 175 - Distribution of Vacuum Cleaners by Format: % Volume 2019-2024

Table 176 - Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029

Table 177 - Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029

Table 178 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029

Table 179 - Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

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/consumer-appliances-in-brazil/report](http://www.euromonitor.com/consumer-appliances-in-brazil/report).