



Food Preparation Appliances in Brazil

December 2025

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Food Preparation Appliances in Brazil - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Food preparation appliances shows resilience, fuelled by innovation and affordability

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Growth driven by rising disposable incomes, affordability, and innovation

Blenders dominates and sees the most dynamic growth

Innovation contributes to growth for food processors

WHAT'S NEXT?

Continued value and volume growth as incomes rise and the population increases

Multifunctionality set to drive continued growth for food processors

Intensifying competition expected to drive innovation and growth

Innovation and quality set to define competitive advantage

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KEY DATA FINDINGS

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WHAT'S NEXT?

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