



Euromonitor
International

Food Preparation Appliances in Brazil

December 2025

Table of Contents

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

Chart 2 - Risk of Low-cost Products Create Opportunities for More Sophisticated Appliances

COMPETITIVE LANDSCAPE

Britânia and Mondial lead, and together dominate volume sales

Shifts in consumer preference and the competitive landscape

Chart 3 - Analyst Insight

CHANNELS

Offline retail continues to dominate

E-commerce platforms drive sales nationwide with expanded offerings

Chart 4 - Companies Leverage E-Commerce Boom to Boost their DTC Sales

PRODUCTS

Multifunctionality is important as consumers face space and financial constraints

Chart 5 - Multifunctionality Gains Popularity as Consumers Look to Save Space

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Brazil - Industry Overview

EXECUTIVE SUMMARY

Discerning consumers and urbanisation drive continued expansion in consumer appliances

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Stable growth driven by brand competition and consumer awareness

Chart 7 - Analyst Insight

Refrigeration appliances dominates major appliances, personal care appliances small appliances

Air conditioners sees dynamic growth, driven by urbanisation

Chart 8 - Air Conditioners Sees Dynamism Due to Local Manufacturing, and as the Urban Population Rises

WHAT'S NEXT?

Striking a balance between attracting consumers with lower prices and maintaining quality

LG and Electrolux will contribute to growth through local production

Dishwashers set to lead growth in major appliances due to low penetration

Health and wellness trend to drive growth in personal care appliances

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Midea and Britânia maintain their leading positions through strategic investments

Companies respond to the threat from the rising number of Asian brands

Chart 10 - More Products from Asia Enter Brazil, Driving a Response from Other Companies

Strategic partnerships and localisation drive growth

CHANNELS

Offline retailers remain dominant despite retail e-commerce growth

E-commerce platforms drive sales in remote regions

PRODUCTS

Price-convenient innovations attract mainstream consumers and bigger families

Chart 11 - Betting on the Mainstream Market, Mondial Sees Growth

Premiumisation through innovation exemplified by Samsung

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Brazil 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Brazil 2025

Chart 15 - Consumer Landscape in Brazil 2025

COUNTRY REPORTS 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/food-preparation-appliances-in-brazil/report.