



Home Furnishings in Brazil

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home furnishings sales growth slows due to economic headwinds
Itatiaia Móveis maintains lead in home furnishings, with a focus on sustainability
In-store sales remain the most relevant, while retailers expand their omnichannel presence

PROSPECTS AND OPPORTUNITIES

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Modular and multifunctional furniture to gain popularity as consumers seek space optimisation
Brazilian furniture sector poised for growth, showcasing design innovation on the global stage

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