



Euromonitor
International

Luxury Goods in Brazil

October 2024

Table of Contents

Luxury Goods in Brazil

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 1 - Sales of Luxury Goods by Category: Value 2019-2024

Table 2 - Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 3 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 4 - NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 5 - LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 6 - Distribution of Luxury Goods by Format and Category: % Value 2024

Table 7 - Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 8 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Experiential Luxury in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Experiential luxury rises in response to renewed joie de vivre

Hotel Marco Internacional as 2023 leading company

Digitalisation trends transforming booking process

PROSPECTS AND OPPORTUNITIES

Slowed value sales predicted despite emerging exclusivity trend

New hotels set for early forecast-period openings, while high-end sustainability focus allows visitors to go green in style

Authentic experiences trump physical luxury for younger consumers

CATEGORY DATA

Table 9 - Sales of Experiential Luxury by Category: Value 2019-2024

Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2019-2024

Table 11 - NBO Company Shares of Experiential Luxury: % Value 2019-2023

Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2020-2023

Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2024-2029

Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2024-2029

Fine Wines/Champagne and Spirits in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slowed sales reflect rebalancing, with at-home consumption trends persisting into 2024

Cachaça gains ground through impact of premiumisation trend

Distribution remains critical factor in product progress, while illicit trading continues to pose problems

PROSPECTS AND OPPORTUNITIES

Challenges ahead with competitive threats from within and without the category and extreme weather

Concept of premium shifting towards local appeal and emotional resonance

Expanding consumer base and rising relevance of butecos

CATEGORY DATA

Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024

Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023

Table 18 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023

Table 19 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024

Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029

Table 21 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

Premium and Luxury Cars in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales rise despite continued supply chain problems pushing up prices

BMW maintains its leadership as local production fails to gain ground

Electric cars see increased investment

PROSPECTS AND OPPORTUNITIES

Value sales will rise though category faces challenges in attracting new generations of consumers

Take up of electric vehicles in Brazil continues to lag behind other countries, with progress likely to remain relatively slow

Growth of electric vehicles to be spurred by further investment and new legislation

CATEGORY DATA

Table 22 - Sales of Premium and Luxury Cars: Value 2019-2024

Table 23 - Sales of Premium and Luxury Cars: % Value Growth 2019-2024

Table 24 - NBO Company Shares of Premium and Luxury Cars: % Value 2019-2023

Table 25 - LBN Brand Shares of Premium and Luxury Cars: % Value 2020-2023

Table 26 - Forecast Sales of Premium and Luxury Cars: Value 2024-2029

Table 27 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2024-2029

Personal Luxury in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Digitalisation trend accelerates throughout all segments of designer apparel and footwear

Luxury eyewear sees new technology advance, with AI offering potential for progress

Store-based outlets remain most important distribution channels for luxury jewellery

Luxury leather goods sees greater focus on sustainability and personal investment

Younger generations seek luxury wearables with broad range of tracking metrics

Luxury timepieces become smarter and greener

Second-hand and hybrid products become more prevalent within luxury writing instruments and stationery

Super premium beauty and personal care benefits from digitalisation and social media trends

PROSPECTS AND OPPORTUNITIES

Personal luxury sales set to rise

Digitalisation trends to continuously reshape retailing

Younger consumers drive green growth and social consciousness within personal luxury goods

CATEGORY DATA

Table 28 - Sales of Personal Luxury by Category: Value 2019-2024

Table 29 - Sales of Personal Luxury by Category: % Value Growth 2019-2024

Table 30 - NBO Company Shares of Personal Luxury: % Value 2019-2023

Table 31 - LBN Brand Shares of Personal Luxury: % Value 2020-2023

Table 32 - Distribution of Personal Luxury by Format: % Value 2019-2024

Table 33 - Forecast Sales of Personal Luxury by Category: Value 2024-2029

Table 34 - Forecast Sales of Personal Luxury 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/luxury-goods-in-brazil/report.