



**Euromonitor  
International**

# Air Conditioners in Brazil

December 2025

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Rising temperatures and higher incomes drive solid growth for air conditioners

Chart 1 - Key Trends 2025

### INDUSTRY PERFORMANCE

Sales of air conditioners driven by favourable climate, economic factors, and price competition

Split air conditioners dominates due to the consumer preference for efficiency

Chart 2 - Split Air Conditioners Maintain Popularity Due to Energy-efficiency and Affordability

Price competition emerges as key trend shaping air conditioners

Chart 3 - Analyst Insight

### WHAT'S NEXT?

Climate, urbanisation, and rising incomes expected to drive continued growth

Split air conditioners anticipated to maintain dominance

Price competition and innovation to shape the future

### COMPETITIVE LANDSCAPE

Springer Midea and LG maintain lead through quality

Companies leverage local manufacturing for growth

Chart 4 - Companies Increase Their Shares, Supported By Local Manufacturing

Hisense and Multi partner to boost local production

### CHANNELS

Retail offline continues to lead, but is challenged by retail e-commerce

Retail e-commerce sees share growth due to prices, convenience, and new payment solutions

Chart 5 - Midea Grows Strongly in the Country Through Retailers and its Own Sales Channel

### 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/air-conditioners-in-brazil/report](http://www.euromonitor.com/air-conditioners-in-brazil/report).