

# Home and Garden Products Retailing in Brazil

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## Abstracts

### Introduction

Datamonitor's retail databooks are based on key market value data for eight major sectors, 16 core retail distribution channels and 62 countries. This profile focuses on the home and garden products retailing in Brazil and provides current and forecast retail sales data.

### Scope

- \* Total sector retail market value from 2003 to 2008 as well as forecasts to 2013
- \* The size of the sector segmented by market sales and a growth rate comparison
- \* Current and forecast sector value segmented by major retail channels

### Highlights

The home and garden products sector accounted for 6.4% of the total retail value in Brazil in 2008. The sector increased at a compound annual growth rate (CAGR) of 9.3% between 2003 and 2008.

The home improvement market led the home and garden products sector in Brazil, with a share of 51.9% in 2008.

### Reasons to Purchase

- \* Discover how this sector's share of total retail sales is changing
- \* Identify fast growth channels in the country for this particular sector and the markets within it
- \* Understand the future direction of the sector and its segments with reliable historical

data and five year forecasting

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