

# Dishwashers - Brazil

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## Abstracts

This category was not included in the IPI tax reduction measures implemented by the Brazilian government, which ended on 31 January 2010. The IPI tax reduction in other major appliances categories in 2009 saw consumers focus their purchases on refrigeration and home laundry appliances, which are perceived as more essential items than dishwashers. However, retailers and manufacturers slightly reduced unit prices to stimulate sales as dishwashers suffers from low household penetration. This is...

Euromonitor International's Dishwashers in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Automatic Tumble Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-In Dishwashers, Built-In Hobs, Built-In Home Laundry Appliances, Built-In Large Cooking Appliances, Built-In Microwaves, Built-In Refrigeration Appliances, Cooker Hoods, Cookers, Electric Wine Coolers/Chillers, Freestanding Dishwashers, Freestanding Home Laundry Appliances, Freestanding Large Cooking Appliances, Freestanding Microwaves, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges, Other Home Laundry Appliances, Ovens, Range Cookers, Semi-Automatic Washing Machines.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Dishwashers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Dishwashers in Brazil  
Euromonitor International  
December 2010

### LIST OF CONTENTS AND TABLES

Executive Summary

Robust Growth Despite the End of the Ipi Reduction

Manufacturers Increase Their Investment in Premium Products

Multinationals Dominate Consumer Appliances

Internet Retailing Attracts Traditional Store-based Retailers

Optimistic Outlook To Be Reflected in Increased Consumption

Key Trends and Developments

Northeast Brazil Is A Highly Strategic Region for Manufacturers and Retailers

Internet Retailing Develops in Consumer Appliances

Sales of Consumer Appliances Are Resilient

Further Investments in Premium Products

Market Indicators

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2005-2010

Table 2 Replacement Cycles of Consumer Appliances by Category 2007-2010

Market Data

Table 3 Sales of Consumer Appliances by Category: Volume 2005-2010

Table 4 Sales of Consumer Appliances by Category: Value 2005-2010

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2005-2010

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2005-2010

Table 7 Sales of Major Appliances by Category and by Built-in/Freestanding Split: Volume 2005-2010

Table 8 Sales of Major Appliances by Category and by Built-in/Freestanding Split: Value 2005-2010

Table 9 Sales of Major Appliances by Category and by Built-in/Freestanding Split: % Volume Growth 2005-2010

Table 10 Sales of Major Appliances by Category and by Built-in/Freestanding Split: % Value Growth 2005-2010

Table 11 Sales of Small Appliances by Category: Volume 2005-2010

Table 12 Sales of Small Appliances by Category: Value 2005-2010

Table 13 Sales of Small Appliances by Category: % Volume Growth 2005-2010

Table 14 Sales of Small Appliances by Category: % Value Growth 2005-2010

Table 15 Company Shares of Major Appliances 2006-2010

Table 16 Brand Shares of Major Appliances 2007-2010

Table 17 Company Shares of Small Appliances 2006-2010

Table 18 Brand Shares of Small Appliances 2007-2010

Table 19 Major Appliances by Distribution Format: % Breakdown 2005-2010

Table 20 Small Appliances by Distribution Format: % Breakdown 2005-2010

Table 21 Forecast Sales of Consumer Appliances by Category: Volume 2010-2015

Table 22 Forecast Sales of Consumer Appliances by Category: Value 2010-2015

Table 23 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2010-2015

Table 24 Forecast Sales of Consumer Appliances by Category: % Value Growth 2010-2015

Table 25 Forecast Sales of Major Appliances by Category and by Built-in/Freestanding Split: Volume 2010-2015

Table 26 Forecast Sales of Major Appliances by Category and by Built-in/Freestanding Split: Value 2010-2015

Table 27 Forecast Sales of Major Appliances by Category and by Built-in/Freestanding Split: % Volume Growth 2010-2015

Table 28 Forecast Sales of Major Appliances by Category and by Built-in/Freestanding Split: % Value Growth 2010-2015

Table 29 Forecast Sales of Small Appliances by Category: Volume 2010-2015

Table 30 Forecast Sales of Small Appliances by Category: Value 2010-2015

Table 31 Forecast Sales of Small Appliances by Category: % Volume Growth 2010-2015

Table 32 Forecast Sales of Small Appliances by Category: % Value Growth 2010-2015

Definitions

Sources

Summary 1 Research Sources

Atlas Indústria De Eletrodomésticos Ltda

Strategic Direction

Key Facts

Summary 2 Atlas Indústria de Eletrodomésticos Ltda: Key Facts

Summary 3 Atlas Indústria de Eletrodomésticos Ltda: Operational Indicators

Company Background

Production

Summary 4 Atlas Indústria de Eletrodomésticos Ltda: Production Statistics 2010

Competitive Positioning

Summary 5 Atlas Indústria de Eletrodomésticos Ltda: Competitive Position 2010

**Britânia Eletrodomésticos SA**

Strategic Direction

Key Facts

Summary 6 Britânia Eletrodomésticos SA: Key Facts

Summary 7 Britânia Eletrodomésticos SA: Operational Indicators

Company Background

Production

Summary 8 Britânia Eletrodomésticos SA: Production Statistics 2010

Competitive Positioning

Summary 9 Britânia Eletrodomésticos SA: Competitive Position 2010

**Casas Bahia Comercial Ltda**

Strategic Direction

Key Facts

Summary 10 Casas Bahia Comercial Ltda: Key Facts

Summary 11 Casas Bahia Comercial Ltda: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 12 Casas Bahia Comercial Ltda: Competitive Position 2010

**Esmaltec SA**

Strategic Direction

Key Facts

Summary 13 Esmaltec SA: Key Facts

Summary 14 Esmaltec SA: Operational Indicators

Company Background

Production

Summary 15 Esmaltec SA: Production Statistics 2010

Competitive Positioning

Summary 16 Esmaltec SA: Competitive Position 2010

**Lojas Insinuante Moveis Ltda**

Strategic Direction

Key Facts

Summary 17 Lojas Insinuante Moveis Ltda: Key Facts

Summary 18 Lojas Insinuante Moveis Ltda: Operational Indicators

Internet Strategy

Company Background

Chart 1 Lojas Insinuante Moveis Ltda: Insinuante in Rio de Janeiro

Private Label

Summary 19 Lojas Insinuante Moveis Ltda: Private Label Portfolio  
Competitive Positioning

Summary 20 Lojas Insinuante Moveis Ltda: Competitive Position 2010  
Mabe Eletrodomésticos SA

Strategic Direction

Key Facts

Summary 21 Mabe Eletrodomésticos SA: Key Facts

Summary 22 Mabe Eletrodomésticos SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 23 Mabe Eletrodomésticos SA: Competitive Position 2010

Suggar Electrodomésticos SA

Strategic Direction

Key Facts

Summary 24 Suggar Electrodomésticos SA: Key Facts

Summary 25 Suggar Electrodomésticos SA: Operational Indicators

Company Background

Production

Summary 26 Suggar Electrodomésticos SA: Production Statistics 2010

Competitive Positioning

Summary 27 Suggar Electrodomésticos SA: Competitive Position 2010

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 33 Sales of Dishwashers by Category: Volume 2005-2010

Table 34 Sales of Dishwashers by Category: Value 2005-2010

Table 35 Sales of Dishwashers by Category: % Volume Growth 2005-2010

Table 36 Sales of Dishwashers by Category: % Value Growth 2005-2010

Table 37 Sales of Dishwashers by Format: % Breakdown 2005-2010

Table 38 Company Shares of Dishwashers 2006-2010

Table 39 Brand Shares of Dishwashers 2007-2010

Table 40 Forecast Sales of Dishwashers by Category: Volume 2010-2015

Table 41 Forecast Sales of Dishwashers by Category: Value 2010-2015

Table 42 Forecast Sales of Dishwashers by Category: % Volume Growth 2010-2015

Table 43 Forecast Sales of Dishwashers by Category: % Value Growth 2010-2015

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