

Home Improvement and Gardening Stores in Brazil

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Abstracts

In 2012, the Brazilian government announced the extension of the reduction in IPI (Industrialised Product Tax) to include home improvement materials, paint, sinks and sanitary products. The reduction was set to end in the first half of the year, but not only was it extended, it was also extended to new products such as wooding and laminate flooring. However, the reductions were a reaction to slowing growth resulting from fears of a global economic slowdown, and they were not sufficient to bring...

Euromonitor International's Home Improvement and Gardening Stores in Brazil report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

Get a detailed picture of the Home Improvement and Gardening Stores 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

April 2013

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