

# **Brazil Kitchen Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)**

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## **Abstracts**

The Brazil Kitchen Appliances Market size is estimated at USD 17.91 billion in 2024, and is expected to reach USD 23.35 billion by 2029, growing at a CAGR of 5.45% during the forecast period (2024-2029).

A kitchen appliance is an electrical or mechanical device that makes it possible to cook and prepare food in the kitchen environment. It can be anything from a refrigerator, an oven, a dishwasher, a blender, a toaster, a coffee maker, etc. They help in increasing efficiency, saving energy, and providing convenience. Modern kitchen appliances are designed for specific purposes such as heating, mixing, grilling, etc.

The market growth in Brazil is mainly driven by the growth of the middle class and the increase in consumer disposable incomes. As the financial stability within households increases, people are more willing to invest in high-end, durable, and technically advanced kitchen appliances. Rapid urbanization is increasing the number of residential units in the country, which is driving the demand for high-end kitchen appliances, especially in larger cities. Modern lifestyles require convenient and efficient appliances, and the growing consumer awareness regarding energy efficiency is positively impacting the market growth. Consumers are becoming more conscious of energy and eco-friendliness, so they are choosing energy-efficient and smart appliances. The revenue from the home appliances market in Brazil steadily increased over the years, and major appliances account for a large proportion of home appliances. It is a great externality for kitchen appliance sales. Post Pandemic, the market has recovered.

The penetration rate of E-commerce in Brazil observed a continuous increase over the years, existing at around 40% last year and helping towards a rise in the online revenue

share of kitchen appliances in the country. Among the refrigerators sold in Brazil, Electrolux, Brastemp, and Consul are among the players with a major market share in sales. Technology advancement and product innovation are leading to an increasing number of manufacturers in Brazil equipping their products with smart features of wifi, Bluetooth connectivity, and other features to occupy a major share of the existing market. These trends are leading to Brazil emerging as a major market for the sales of kitchen appliances and an increasing participation of global players in the market.

## Brazil Kitchen Appliances Market Trends

### Rising Sales Through Online Channels

Online revenue share of home appliances and kitchen appliances in Brazil observed a continuous increase over the years. It led to an increasing number of manufacturers offering their products through online channels of e-commerce and direct websites. Over the years, the number of E-commerce users in Brazil and penetration of E-commerce observed a continuous increase, which is further driving the revenue of manufacturers as well as retailers. Consumer electronics, of which kitchen appliances are a part, exist as the second largest category in revenue per user of the Brazilian e-commerce market. It created opportunities for global players to enter the market and expand their home appliance sales.

### Rise in Disposable Incomes and Growth in Hospitality is Driving the Market

The consumption of kitchen appliances in Brazil is expected to increase significantly. It is due to increased disposable incomes and the number of people living in cities. It significantly impacted the retail sector as consumer buying habits changed. Joint families are becoming less common, and nuclear families are becoming more popular. This has increased the demand for housing, leading to a rise in kitchen appliance consumption. Consumers are looking for appliances that can save time and effort, and they are also looking for cost-effective appliances. Therefore, the market for Kitchen Appliances is expected to see a surge in demand over the coming years.

Kitchen appliances are used for cooking and storing food in homes and businesses, such as hotels, restaurants, and canteens. They are also used in offices and educational institutions. The demand for kitchen appliances is increasing due to

changing lifestyle habits and the development of technology. Consumers tend to switch to new appliances more frequently, which leads to an increase in sales volume. With the increasing number of restaurants and food joints, the market of kitchen appliances is also expanding in Brazil. Brazil includes 70 ongoing hotel projects, of which 25 will be in the five-star segment, while the other 45 are targeting the four-star market.

### Brazil Kitchen Appliances Industry Overview

The market is fragmented, with the presence of both domestic as well as international companies. The report covers major international players and local players operating in the Brazil kitchen appliances market. Some of the player are Brit?nia Eletrodom?sticos, Mondial Eletrodom?sticos, Cadence Ind?stria & Com?rcio, Mabe, and Tetakawi, among others. The top players slightly consolidate their shares over the review period.

Additional Benefits:

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