

Residential Washing Machine Market in Brazil 2021

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Abstracts

Residential washing machines are the most widely used home appliances for cleaning and caring for clothes. The residential washing machine market in Brazil is poised to grow by US\$ 1,076 million during 2021-2027, progressing at a CAGR of 8.9% during the forecast period, according to data and analytics company StrategyHelix. Rising consumer disposable income and living standards coupled with increasing urbanization, rising affordability of washing machines are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for residential washing machine. The Brazil residential washing machine market is segmented on the basis of product, technology, and distribution channel. By product, the residential washing machine market in Brazil has been segmented into dryers, fully automatic washing machines, semi-automatic washing machines, washer dryers. The fully automatic washing machines segment was the largest contributor to the Brazil residential washing machine market in 2020. Based upon technology, the residential washing machine market in Brazil is categorized into automatic, semi-automatic. On the basis of distribution channel, the residential washing machine market in Brazil has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Brazil residential washing machine market is highly competitive. Key companies profiled in the report include Whirlpool Corporation, Electrolux AB, Suggar Eletrodomesticos - Madson Eletrometalurgica Ltda, Mueller Eletrodomesticos Ltda., Color Visao Do Brasil Industria Acrilica Ltda., Groupe SEB, Newmaq Eletrodomesticos Ltda, The Samsung Group, Wanke SA.

Report Scope

Product: dryers, fully automatic washing machines, semi-automatic washing machines,

washer dryers

Technology: automatic, semi-automatic

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Brazil residential washing machine market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Mueller Eletrodomesticos Ltda.
Color Visao Do Brasil Industria Acrilica Ltda.
Groupe SEB
Newmaq Eletrodomesticos Ltda

The Samsung Group
Wanke SA
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