

South & Central America Housewares Market Forecast to 2030 - Regional Analysis - by Product Type (Cookware and Bakeware, Tableware, Kitchen Appliances, Bathroom Essentials, and Others) and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

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Abstracts

The South & Central America housewares market was valued at US\$ 33,983.72 million in 2022 and is expected to reach US\$ 47,873.51 million by 2030; it is estimated to record a CAGR of 4.4% from 2022 to 2030.

Rising Penetration of E-Commerce Fuels South & Central America Housewares Market

Easy access to e-commerce platforms owing to the rising adoption and reach of smartphones and the Internet, the growing purchasing power of consumers, and the convenient shopping experience provided by online retail platforms are among the major factors driving the sales of housewares through e-commerce platforms.

Consumers increasingly prefer buying housewares via online retail platforms due to the availability of various products of different brands at affordable prices with detailed product descriptions, consumer ratings & reviews, and home delivery services. During the COVID-19 pandemic, people were compelled to stay home, which resulted in an inclination toward online shopping. Thus, with the increasing penetration of e-commerce across different geographies, housewares manufacturers are focusing on enhancing their online presence by selling their end products through well-known e-commerce platforms, such as Lidl, Amazon, and Walmart. Moreover, they provide direct-to-

consumer (D2C) sales services through their websites to sell products online. Hence, the rising penetration of e-commerce is expected to provide lucrative opportunities for the housewares market during the forecast period.

South & Central America Housewares Market Overview

The housewares market in South & Central America is segmented into Brazil, Argentina, and the Rest of South & Central America. Economic growth and rising disposable incomes are among the major factors driving the housewares market growth in this region. The continued proliferation of economies results in more people having higher purchasing power in a few South & Central American countries. As a result, they show readiness to spend on more lavish household items and lifestyle enhancement products. International players consolidate and conquer the South & Central American housewares market. SEB, Alluflon, Ballarani, Maspion, and Risoli are a few of the companies that rapidly innovate and introduce new designs for customers in South & Central America to remain competitive, which is supported by their multinational presence and enormous revenues earned from other markets in the world.

Cultural preferences and lifestyle changes also play a crucial role in the growth of the housewares market in South & Central America. In some countries, there is a strong emphasis on traditional craftsmanship and handmade crockeries, while in others, people prefer modern and technologically advanced home appliances. Additionally, changing lifestyles and a shift in focus on health and wellness impact the types of housewares bought by consumers. Products related to health-conscious living, such as kitchen appliances for healthy cooking or eco-friendly household items, are in demand due to this shift in lifestyle.

South & Central America Housewares Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America Housewares Market Segmentation

The South & Central America housewares market is segmented based on product type, distribution channel, and country. Based on product type, the South & Central America housewares market is segmented into cookware and bakeware, tableware, kitchen appliances, bathroom essentials, and others. The kitchen appliances segment held the largest market share in 2022.

In terms of distribution channel, the South & Central America housewares market is

segmented into supermarkets and hypermarkets, speciality stores, online retail, and others. The supermarkets and hypermarkets segment held the largest market share in 2022.

By country, the South & Central America housewares market is categorized into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America housewares market share in 2022.

Inter Ikea Holding Bv, Newell Brands Inc, BSH Hausgerate Gmbh, and Kohler Co are some of the leading players operating in the South & Central America housewares market.

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