



**Euromonitor
International**

Appliances and Electronics Specialists in Brazil

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Interest rates and unemployment versus inflation in 2024
- The two leaders see different performances
- Climate change influences Brazilians' purchases

PROSPECTS AND OPPORTUNITIES

- More summers with intense heat predicted, which should keep sales of fans and air conditioners high
- Tax reform could have a negative impact on sales of major appliances and televisions in the coming years
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- What next for retail?

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