

Personal Care Appliances in Brazil

November 2024

Table of Contents

Personal Care Appliances in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in personal care appliances stabilises in the post-pandemic period

Consumer loyalty to established hair care brands stays strong despite surge in new options

Campaigns expand market for male body shaving and spur retailers' interest

PROSPECTS AND OPPORTUNITIES

Health and wellness trend set to drive growth and penetration in personal care appliances

Tax changes and e-commerce partnerships to shape dynamics of personal care appliances

Xiaomi to capitalise on growth in electric facial cleansers with import tax benefits

CATEGORY DATA

- Table 1 Sales of Personal Care Appliances by Category: Volume 2019-2024
- Table 2 Sales of Personal Care Appliances by Category: Value 2019-2024
- Table 3 Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024
- Table 4 Sales of Personal Care Appliances by Category: % Value Growth 2019-2024
- Table 5 Sales of Body Shavers by Format: % Volume 2019-2024
- Table 6 Sales of Hair Care Appliances by Format: % Volume 2019-2024
- Table 7 NBO Company Shares of Personal Care Appliances 2020-2024
- Table 8 LBN Brand Shares of Personal Care Appliances 2021-2024
- Table 9 Distribution of Personal Care Appliances by Format: % Volume 2019-2024
- Table 10 Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029
- Table 11 Forecast Sales of Personal Care Appliances by Category: Value 2024-2029
- Table 12 Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029
- Table 13 Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

Consumer Appliances in Brazil - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

- Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 15 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

- Table 16 Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 17 Sales of Consumer Appliances by Category: Value 2019-2024
- Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
- Table 19 Sales of Consumer Appliances by Category: % Value Growth 2019-2024
- Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
- Table 24 Sales of Small Appliances by Category: Volume 2019-2024
- Table 25 Sales of Small Appliances by Category: Value 2019-2024
- Table 26 Sales of Small Appliances by Category: % Volume Growth 2019-2024

- Table 27 Sales of Small Appliances by Category: % Value Growth 2019-2024
- Table 28 NBO Company Shares of Major Appliances: % Volume 2020-2024
- Table 29 LBN Brand Shares of Major Appliances: % Volume 2021-2024
- Table 30 NBO Company Shares of Small Appliances: % Volume 2020-2024
- Table 31 LBN Brand Shares of Small Appliances: % Volume 2021-2024
- Table 32 Distribution of Major Appliances by Format: % Volume 2019-2024
- Table 33 Distribution of Small Appliances by Format: % Volume 2019-2024
- Table 34 Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
- Table 35 Forecast Sales of Consumer Appliances by Category: Value 2024-2029
- Table 36 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
- Table 37 Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
- Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
- Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
- Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
- Table 41 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
- Table 42 Forecast Sales of Small Appliances by Category: Volume 2024-2029
- Table 43 Forecast Sales of Small Appliances by Category: Value 2024-2029
- Table 44 Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
- Table 45 Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/personal-care-appliances-in-brazil/report.