



Euromonitor  
International

# Food Preparation Appliances in Brazil

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price competition drives rebound amidst preference for affordable options
- Shift from home baking to foodservice reduces demand for stand mixers
- Britânia Eletrodomésticos sustains its leadership despite e-commerce challenges and price wars

PROSPECTS AND OPPORTUNITIES

- Volume growth set to be driven by increased brand variety, with value growth limited by competitive pricing
- Rising penetration of food processors to be driven by versatility and space efficiency
- Mondial Eletrodomésticos expands to challenge Britânia in small appliances

CATEGORY DATA

- Table 1 - Sales of Food Preparation Appliances by Category: Volume 2019-2024
- Table 2 - Sales of Food Preparation Appliances by Category: Value 2019-2024
- Table 3 - Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024
- Table 7 - Distribution of Food Preparation Appliances by Format: % Volume 2019-2024
- Table 8 - Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029
- Table 10 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Food Preparation 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 12 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 13 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

- Table 14 - Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 15 - Sales of Consumer Appliances by Category: Value 2019-2024
- Table 16 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
- Table 17 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024
- Table 18 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
- Table 19 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
- Table 22 - Sales of Small Appliances by Category: Volume 2019-2024
- Table 23 - Sales of Small Appliances by Category: Value 2019-2024
- Table 24 - Sales of Small Appliances by Category: % Volume Growth 2019-2024
- Table 25 - Sales of Small Appliances by Category: % Value Growth 2019-2024
- Table 26 - NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 27 - LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 28 - NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 29 - LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 30 - Distribution of Major Appliances by Format: % Volume 2019-2024

Table 31 - Distribution of Small Appliances by Format: % Volume 2019-2024

Table 32 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 33 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 34 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 35 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 36 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 37 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 40 - Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 41 - Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 42 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 43 - 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 focussing 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/food-preparation-appliances-in-brazil/report](https://www.euromonitor.com/food-preparation-appliances-in-brazil/report).