



**Euromonitor
International**

Home Improvement in Brazil

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Brazil's home improvement sector sees stronger growth in 2024 compared to 2023
BASF maintains its lead, while Makita and Apex Tool Group shows the strongest growth
Retailers extend their in-store offerings to the digital space to attract consumers

PROSPECTS AND OPPORTUNITIES

Sales expected to slow down and stabilise, while floor tiles is tipped as a category to watch
Power tools will increasingly focus on sustainability, safety, and smart technology

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Home and Garden in Brazil - Industry Overview

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DISCLAIMER

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