Home Furnishings in Brazil

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home furnishings sales growth slows due to economic headwinds

Itatiaia Móveis maintains lead in home furnishings, with a focus on sustainability

In-store sales remain the most relevant, while retailers expand their omnichannel presence

PROSPECTS AND OPPORTUNITIES

Home furnishings will see slowly increasing value growth over the forecast period

Modular and multifunctional furniture to gain popularity as consumers seek space optimisation

Brazilian furniture sector poised for growth, showcasing design innovation on the global stage

CATEGORY DATA

Home and Garden in Brazil - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2024: The big picture

2024 key trends

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