

Vacuum Cleaners in Brazil

November 2024

Table of Contents

Vacuum Cleaners in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in vacuum cleaners driven by stick models and discounted robotic vacuum cleaners Challenge to penetration in the lower socioeconomic segments due to cost and access barriers Electrolux expands manufacturing to strengthen its leadership in standard vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Falling prices and increased competition set to drive growth in vacuum cleaners Decline in upright vacuum cleaners set to persist, but new high power models may change its course Robotic vacuum cleaners will face pricing pressure and consumer uncertainty

CATEGORY DATA

Table 1 - Sales of Vacuum Cleaners by Category: Volume 2019-2024Table 2 - Sales of Vacuum Cleaners by Category: Value 2019-2024Table 3 - Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024Table 4 - Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024Table 5 - Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024Table 6 - NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024Table 7 - LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024Table 8 - Distribution of Vacuum Cleaners by Format: % Volume 2019-2024Table 9 - Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029Table 10 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029Table 11 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029Table 12 - Forecast Sales of Vacuum Cleaners 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 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 14 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

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

- Table 24 Sales of Small Appliances by Category: Value 2019-2024
- Table 25 Sales of Small Appliances by Category: % Volume Growth 2019-2024
- Table 26 Sales of Small Appliances by Category: % Value Growth 2019-2024

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