Home Furnishings in Brazil

April 2024

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Home Furnishings in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Marginal decline for bedroom furniture due to consolidation and high prices
Lighting sees significant jump in growth due to new designs and energy efficiency
Real estate boom and space efficiency boost growth for kitchen furniture

PROSPECTS AND OPPORTUNITIES

Streaming services and need for comfort to stabilise growth for sitting furniture
Popularity of gardening expected to support growth of outdoor furniture
Integration of online and offline channels expected to create a curated experience

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DISCLAIMER

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