

# Large Cooking Appliances in Brazil

December 2023

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#### Large Cooking Appliances in Brazil - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Better performance by large cooking appliances in 2023 Players leverage affordability, durability and designs with new launches Brand loyalty is threatened and benefits low-tier brands

## PROSPECTS AND OPPORTUNITIES

Brastemp's innovation addresses the needs of Generation Z Innovation across retail channels to gain consumer interest and loyalty Possible legislation changes to influence demand for large cooking appliances

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