



Euromonitor
International

Personal Care Appliances in Brazil

December 2025

Table of Contents

Personal Care Appliances in Brazil - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wellness, e-commerce, and innovation propel growth for personal care appliances

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Personal care appliances sees sustained growth on economic strength and female spending

Health and wellness drive sales growth

Direct-to-consumer sales become increasingly important

Chart 2 - Mondial Gains Household Penetration Through Personal Care Appliances

WHAT'S NEXT?

Growth expected as disposable incomes rise and urbanisation continues

Electric facial cleansers set to drive growth through innovation

Urbanisation and direct-to-consumer investment to reshape distribution

COMPETITIVE LANDSCAPE

Taiff-Proart and Britânia lead through brand strength and expansion

Chart 3 - Analyst Insight

Mondial gains household penetration through strategic expansion

Chart 4 - Mondial Gains Market Share Through Hair Care Appliances

Stability paves the way for strategic growth and digital expansion

CHANNELS

Offline dominance meets retail e-commerce growth in personal care appliances

Magalú and AliExpress partnership signals new era for retail e-commerce in Brazil

Regional retailers poised for growth in personal care appliances due to cost efficiencies

PRODUCTS

Cordless and portable solutions drive product innovation

Chart 5 - Practicality Leads Consumers to Prefer Portable Solutions

Business impact of cordless and portable solutions

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Brazil - Industry Overview

EXECUTIVE SUMMARY

Discerning consumers and urbanisation drive continued expansion in consumer appliances

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Stable growth driven by brand competition and consumer awareness

Chart 7 - Analyst Insight

Refrigeration appliances dominates major appliances, personal care appliances small appliances

Air conditioners sees dynamic growth, driven by urbanisation

Chart 8 - Air Conditioners Sees Dynamism Due to Local Manufacturing, and as the Urban Population Rises

WHAT'S NEXT?

Striking a balance between attracting consumers with lower prices and maintaining quality

LG and Electrolux will contribute to growth through local production
Dishwashers set to lead growth in major appliances due to low penetration
Health and wellness trend to drive growth in personal care appliances
Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Midea and Britânia maintain their leading positions through strategic investments
Companies respond to the threat from the rising number of Asian brands
Chart 10 - More Products from Asia Enter Brazil, Driving a Response from Other Companies
Strategic partnerships and localisation drive growth

CHANNELS

Offline retailers remain dominant despite retail e-commerce growth
E-commerce platforms drive sales in remote regions

PRODUCTS

Price-convenient innovations attract mainstream consumers and bigger families
Chart 11 - Betting on the Mainstream Market, Mondial Sees Growth
Premiumisation through innovation exemplified by Samsung

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030
Chart 13 - PEST Analysis in Brazil 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Brazil 2025
Chart 15 - Consumer Landscape in Brazil 2025

COUNTRY REPORTS 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/personal-care-appliances-in-brazil/report.