



# Home and Garden in Brazil

July 2026

Table of Contents

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

### INDUSTRY PERFORMANCE

Grupo Casas Bahia Partners with Mercado Livre to Drive Digital Sales and Fulfilment

The Dual Drivers of Home and Garden Spend in Brazil

Tramontina Embeds Certified Sustainability to Win Eco-Conscious Buyers

Chart 1 - Tramontina Addresses Rising Interest in Sustainable and Local Designs

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

### WHAT'S NEXT?

Modular Furniture and Balcony Gardening to Reshape Urban Lifestyles

Sustainable Innovation and Difm Services Redefine Competitive Advantage

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Sherwin-Williams Acquires Suvinil as Tramontina Leverages Multi-Category Strength

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

### CHANNELS

Neighbourhood Stores and Specialist Formats Maintain Physical Retail Dominance

E-Commerce Accelerates as Retailers Blend Digital Discovery with Physical Touchpoints

Chart 8 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 9 - Economic Context for Home and Garden

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 12 - Consumer Context for Home and Garden

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Home Improvement Summary

### INDUSTRY PERFORMANCE

Government Renovation Credit Expands Access to Home Upgrades

Accessible Paint Projects and Broad Renovations Fuel Home Improvement

Chart 16 - Suvinil's 2025 Colours of the Year

Leroy Merlin Drives Omnichannel Diy with Digital-Store Integration

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

## WHAT'S NEXT?

Modular Storage and Light-Coloured Flooring Set to Win Urban Renovators Seeking Rapid Transformation

Retailers Set to Tailor Diy and Professional Services as Life Stage Splits Demand

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Basf Sa Retains Leadership of Fragmented Landscape

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

## CHANNELS

Specialist Physical Stores Maintain Dominance While Professional Wholesale Formats Expand

E-Commerce Accelerates as Consumers Embrace Hybrid Shopping Journeys

Chart 23 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 24 - Economic Context for Home Improvement

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 27 - Consumer Context for Home Improvement

Chart 28 - Population 2020-2030

Chart 29 - Consumer Expenditure 2020-2030

Chart 30 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Gardening in Brazil](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Gardening Summary

## INDUSTRY PERFORMANCE

Brazil'S Urban Gardening Boom Drives Strong Sales of Horticulture

Gardentoy Expands Digital Reach to Engage Urban Consumers with Smart Solutions

Chart 31 - Gardentoy Brings App-Controlled Smart Irrigation to Brazilian Gardens

The Shift Towards Eco-Friendly and Organic Gardening Solutions

Chart 32 - Value Sales 2020-2030

Chart 33 - Value Sales by Category 2025

## WHAT'S NEXT?

Urban Consumers to Embrace Compact Solutions as Spending Rises

Brands Set to Innovate with Vertical Formats to Meet Urban Demand

E-Commerce and One-Stop Retailers to Capture Shifting Buying Habits

Chart 34 - Forecast Value Sales 2020-2030

Chart 35 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Tramontina and Black & Decker Defend Leadership as Niche Players Gain Ground

Chart 36 - Company Shares 2025

Chart 37 - Brand Shares 2025

## CHANNELS

Home Improvement Stores Deepen Guidance to Secure Lead

Shopee and Mercado Livre Accelerate E-Commerce with Assortment Depth

Leroy Merlin and Cobasi Blend Omnichannel with Advisory Services

Chart 38 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 39 - Economic Context for Gardening

Chart 40 - Real Gdp Growth 2020-2030

Chart 41 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 42 - Consumer Context for Gardening

Chart 43 - Population 2020-2030

Chart 44 - Consumer Expenditure 2020-2030

Chart 45 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Homewares in Brazil](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Homewares Summary

## INDUSTRY PERFORMANCE

Urbanisation and Omnichannel Retail Drive Brazil's Homewares Growth

Kitchen Anchors Growth as Home Cooking Remains a Priority

Tramontina and Local Designers Champion Sustainability and Authenticity

Chart 46 - Increase in Fsc-Certified Brazilian Designs

Chart 47 - Value Sales 2020-2030

Chart 48 - Value Sales by Category 2025

## WHAT'S NEXT?

Stackable and Modular Kitchenware to Drive Multifunctional Living

Design-Led Homewares to Win Loyalty as Value Polarisation Intensifies

Chart 49 - Forecast Value Sales 2020-2030

Chart 50 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Tramontina Leverages Broad Appeal to Sustain Leadership

Chart 51 - Company Shares 2025

Chart 52 - Brand Shares 2025

## CHANNELS

Experiential Showrooms Bridge the Gap between Digital and Physical Retail

E-Commerce Growth Accelerates through Marketplace Partnerships and Bundled Offerings

Chart 53 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 54 - Economic Context for Homewares

Chart 55 - Real Gdp Growth 2020-2030

Chart 56 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 57 - Consumer Context for Homewares

Chart 58 - Population 2020-2030

Chart 59 - Consumer Expenditure 2020-2030

Chart 60 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Home Furnishings in Brazil](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Home Furnishings Summary

## INDUSTRY PERFORMANCE

Sofá Na Caixa Redefines Urban Living with Modular Solutions

Tok & Stok Adapts Assortment to Shifting Value Perceptions

Chart 61 - Tok & Stok Broadens Its Assortment to Compete with Value Rivals

Madeiramadeira Expands E-Commerce Reach with Regional Hubs and Guide Shops

Chart 62 - Value Sales 2020-2030

Chart 63 - Value Sales by Category 2025

## WHAT'S NEXT?

Modular Design to Drive Growth in Multifunctional Furniture Solutions

Digital-Savvy Consumers to Accelerate Modular and Omnichannel Innovation

Retailers Set to Invest in Customisation and Service to Capture Urban Demand

Chart 64 - Forecast Value Sales 2020-2030

Chart 65 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Mobly and Tok & Stok Combine Strengths but Face Integration Pressures

Chart 66 - Company Shares 2025

Chart 67 - Brand Shares 2025

## CHANNELS

The Enduring Power of the Tactile Experience

Retail E-Commerce Accelerates with Digital Tools and Rapid Delivery

Grupo Toky and Casas Bahia Reshape Competition with Digital Integration

Chart 68 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 69 - Economic Context for Home Furnishings

Chart 70 - Real Gdp Growth 2020-2030

Chart 71 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 72 - Consumer Context for Home Furnishings

Chart 73 - Population 2020-2030

## COUNTRY REPORTS DISCLAIMER

### 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/home-and-garden-in-brazil/report](http://www.euromonitor.com/home-and-garden-in-brazil/report).