



Home Furnishings in Brazil

July 2026

Table of Contents

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

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

Chart 2 - Value Sales 2020-2030

Chart 3 - 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 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mobly and Tok & Stok Combine Strengths but Face Integration Pressures

Chart 6 - Company Shares 2025

Chart 7 - 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 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Home Furnishings

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Home Furnishings

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home and Garden in Brazil - Industry Overview](#)

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 16 - Tramontina Addresses Rising Interest in Sustainable and Local Designs

Chart 17 - Value Sales 2020-2030

Chart 18 - 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 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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

Chart 21 - Company Shares 2025

Chart 22 - 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 23 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 24 - Economic Context for Home and Garden

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Home and Garden

Chart 28 - Population 2020-2030

Chart 29 - Consumer Expenditure 2020-2030

Chart 30 - Population by Generation 2025

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-furnishings-in-brazil/report.