



Euromonitor
International

Luxury Goods in Brazil

October 2023

Table of Contents

Luxury Goods in Brazil

EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 1 - Sales of Luxury Goods by Category: Value 2018-2023

Table 2 - Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 3 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 4 - NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 5 - LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 6 - Distribution of Luxury Goods by Format and Category: % Value 2023

Table 7 - Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 8 - Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Experiential Luxury in Brazil

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising current value sales in experiential luxury in 2023

Luxury hotels records the strongest value growth within experiential luxury in 2023

Hotel Marco Internacional SA leads experiential luxury in 2022

PROSPECTS AND OPPORTUNITIES

Retail value sales increase expected over 2023-2028

Luxury hotels will see the best performance over the forecast period

CATEGORY DATA

Table 9 - Sales of Experiential Luxury by Category: Value 2018-2023

Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Experiential Luxury: % Value 2018-2023

Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2019-2022

Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2023-2028

Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2023-2028

Fine Wines/Champagne and Spirits in Brazil

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current value sales in 2023

Fine wines sees the greatest value sales in 2023

Fine wines/champagne and spirits is led by Pernod Ricard Brasil Ltda in 2022

PROSPECTS AND OPPORTUNITIES

Modest current value growth expected over the forecast period
Fine wines is expected to be the most dynamic category over the forecast period

CATEGORY DATA

- Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023
- Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023
- Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022
- Table 18 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023
- Table 19 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028
- Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

Premium and Luxury Cars in Brazil

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sales of premium and luxury cars continue to decline in 2023
- Number of premium and luxury cars declining
- Premium and luxury cars is led by BMW do Brasil Ltda in 2022

PROSPECTS AND OPPORTUNITIES

- Sales of premium and luxury cars forecast to rise over 2023-2028
- Growth in demand for luxury electric cars will benefit category development
- Electric vehicle investment plans

CATEGORY DATA

- Table 21 - Sales of Premium and Luxury Cars: Value 2018-2023
- Table 22 - Sales of Premium and Luxury Cars by Category: % Value Growth 2018-2023
- Table 23 - NBO Company Shares of Premium and Luxury Cars: % Value 2018-2023
- Table 24 - LBN Brand Shares of Premium and Luxury Cars: % Value 2019-2023
- Table 25 - Forecast Sales of Premium and Luxury Cars: Value 2023-2028
- Table 26 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2023-2028

Personal Luxury in Brazil

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Personal luxury records rising current value sales in 2023
- Designer apparel (ready-to-wear) dominates designer apparel and footwear (ready-to-wear)
- Luxury eyewear continues recording double-digit current value growth in 2023
- Luxury jewellery retail value sales continue to rise in 2023
- Luxury leather goods continues growing in 2023
- Luxury timepieces sees increasing value sales
- Value sales of writing instruments and stationery on the up in 2023
- Value sales of super-premium beauty and personal care on the rise
- Puig leads personal luxury in 2022

PROSPECTS AND OPPORTUNITIES

- Value sales expected to increase at 2023 constant prices over the forecast period
- Diverse digital strategies reveal there is no “one size fits all” strategy
- Luxury brands deal with the challenge of attracting younger audiences and sustainability issues

CATEGORY DATA

- Table 27 - Sales of Personal Luxury by Category: Value 2018-2023

Table 28 - Sales of Personal Luxury by Category: % Value Growth 2018-2023

Table 29 - NBO Company Shares of Personal Luxury: % Value 2018-2023

Table 30 - LBN Brand Shares of Personal Luxury: % Value 2019-2023

Table 31 - Distribution of Personal Luxury by Format: % Value 2018-2023

Table 32 - Forecast Sales of Personal Luxury by Category: Value 2023-2028

Table 33 - Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

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/luxury-goods-in-brazil/report.