Brazil Sanitary Ware Market Forecast & Opportunities, 2020

Description: According to "Brazil Sanitary Ware Market Forecast & Opportunities, 2020", the sanitary ware market in Brazil is projected to grow at a CAGR of over 7% during 2015-20. The major end user segments for sanitary wares in Brazil are residential, commercial and institutional sectors. Segment wise, water closets & bidets is the most dominant segment in the country. Other factors that are significantly contributing towards boosting the demand for sanitary ware include ongoing preparation for 2016 Summer Olympics, increasing hygiene consciousness and growing consumer inclination towards lifestyle products. Few of the leading players currently operating in the country's sanitary ware market include Roca Brasil, Duratex, Hervy, ICASA and Fiori.

Brazil is emerging as a large sanitary ware market on account of growing real estate projects, rising disposable income and increasing urbanization. In addition to this, some of the measures taken by the Brazilian government such as credit expansion for loans has made an indirect positive impact on the sanitary ware market. Demand for sanitary ware, especially for water closets and bidets, is rising on account of rising awareness about hygiene, increasing construction activities and growing middle class population in Brazil. It has been observed that the demand for high end sanitary ware products among elite class population is also increasing at a significant pace in the country, particularly for bathtubs and bidets. The real estate sector in Brazil, which is the backbone of sanitary ware market, has been witnessing an upsurge in investments, thereby portraying a positive outlook for the country's sanitary ware market.

"Brazil Sanitary Ware Market Forecast & Opportunities, 2020" report discusses the following aspects of sanitary ware market in Brazil:

- Brazil Sanitary Ware Market Size, Share & Forecast
- Segmental Analysis –Water Closets & Bidets, Basins, Bathtubs & Urinals
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of sanitary ware market in Brazil
- To identify the on-going trends and anticipated growth in the next five years
- To help industry consultants, sanitary ware manufacturers and other stakeholders align their market-centric strategies
- To obtain research based business decisions and add weight to presentations and marketing material
- To gain competitive knowledge of leading players
- To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer’s specific needs

Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with sanitary ware manufacturers & distributors in Brazil. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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