



**HOME SHOW**  
BRAZIL

# 2024 Home Show Brazil

## International Houseware and Gift Fair

August 27-29, 2024

Expo 1, Distrito Anhembi  
Av. Olavo Fontoura, 1209 - Santana,  
São Paulo - SP, 02012-021



@HomeShowBrazil  
[www.homeshowbrazil.com](http://www.homeshowbrazil.com)



# 2024 Home Show Brazil Overview

**The Home Show Brazil** is currently the only specialized and professional B2B Houseware and Gift Fair with Asian exhibitors. Established in 2018, Home Show Brazil has been successful ever since .

2024 Home Show Brazil will facilitate multi-dimensional trade negotiations between exhibitors and buyers in the innovative format of "Physical Exhibition + Digital Exhibition + Online Trade".

Brazil's significance extends beyond its borders. As a Latin American market leader, Brazil maintains close economic partnerships with other countries worldwide, contributing significantly to global economic growth. Its population of over 215 million, with a growing middle class and robust consumer demand, makes Brazil an attractive market for global businesses.

 Expected Exhibitor

**450+**

 Space

**8000**

 Visitors

**10,000+**

## Brazil at a glance (2023)

Population: About 216 million



GDP: \$2.126 trillion



Middle Class: About 95 million  
44% of the population



GDP Growth: 3%

## Exhibit Category



### Kitchen & Household

Kitchen Supplies, Table Supplies, Hygiene & Cleaning, Storage Utensils, Bathroom Supplies, Pet Supplies, Daily Consumer Goods, Domestic Appliances, etc.



### Holiday and Party

Christmas Supplies, Holiday and Party Supplies, Jewelry and Gifts, Religious Decorations, Jewelry Packaging, Fireworks, etc.



### Home Decoration

Lamps & Lighting, Artificial Flowers and Fruits, Oil Painting and Photo Frames, Decorative Candles, Wallpaper, Soft Decoration, Mirror & Wall Clock, Fashionable & Creative Products, Home Improvements, Hardware Tools, etc.



### Consumer Electronics

Digital Products, Video & Audio, Multimedia Products, Household/Personal Electronics, Computer Peripherals, Flat Panel and Displays, Communication Products, Cell Phone Peripherals, Mobile Terminal, etc.



### Home Textile

Bedding, Kitchen and Bath Home Textiles, Curtain & Shading, Decorative Fabrics, Carpet & Cushions, etc.



### Garden and Gardening

Lawn Supplies, Camping Supplies, Picnic & Barbecue, Garden Supplies, Gardening Tools, etc.



### Gifts and Crafts

Gifts & Crafts, Cases & Bags, Travel Supplies, Aromatherapy Products, Greeting Cards, Toys, Jewelry, Personal Supplies, etc.



### Sports and Health

Sports Equipment, Sports Supplies, Outdoor Products, Massage and Health Care, etc.

# 2023 Home Show Brazil Review

**115 Exhibitors**



**95%**

Consider returning



**97%**

Satisfied exhibitors

**4,562 Visitors**



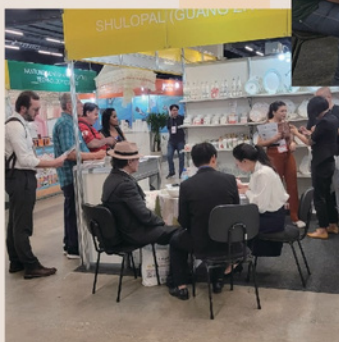
**96%**

Consider returning

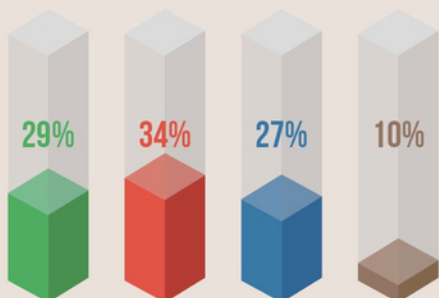


**98%**

Satisfied visitors

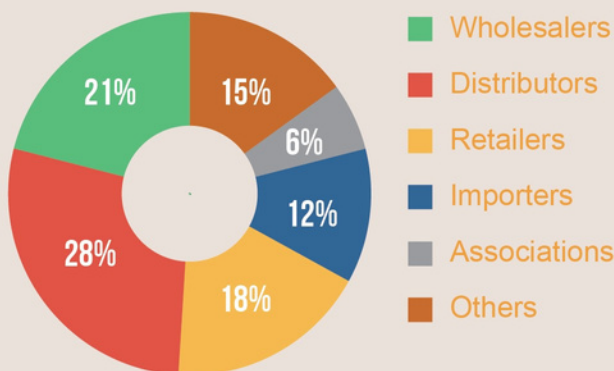


## Decision Making Authority



■ Final decision maker    ■ Advisor  
■ Co-decision maker    ■ Not involved

## Visitor Profile



## VIP Buyers of 2023 Home Show Brazil

**CLICKON VERDE VIVO**

**KACYUMARA GRUPO BRINOX**  
Houseware

**MOOD GROUP**

**ChinaLink**

**espaco casa**  
Ideias para a sua casa

**Granville group**

**Santa Maria Inn**  
THE HISTORICAL  
ESTABELECIDA EM 1872

**GRUPO**

**LUMAR**  
PAPELARIA E INFORMÁTICA

**EVC**

**GRUPO R+HAPPY**



## Source of Buyers



## 2024 Home Show Brazil Prices



Indoor Space Only

\$ 390/ m<sup>2</sup>  
(Min. 18m<sup>2</sup>)



Standard Package Booth

\$ 450/ m<sup>2</sup>  
(Min. 9m<sup>2</sup>)

Incl: 1 Fascia board  
1 Information counter  
3 Chairs  
3 Fluorescent light  
1 Socket (5A)  
1 Waste basket  
1 Table  
3 Shelves  
2 Rods

\*Prices are including VAT.

## Professional Forums

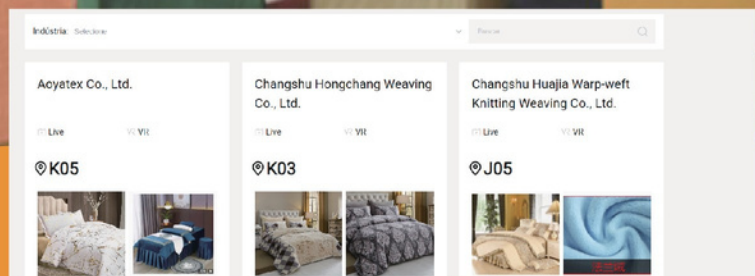


## Onsite B2B Matchmaking



## Digital Show and Online Trade

- Shared active registered buyer, continuous online traffic
- Exclusive H5/PC showrooms
- Real-time online appointments with buyers, precise matching, instant chatting, video negotiation, inquiry signing
- Promotion on online media/social media and industry associations



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