

CLASSIFICAÇÃO	POTENCIAL DE CONSUMO DE COLCHÕES 2025		Dados Demográficos - Domicílios					Consumo		PIB 2021 (R\$)		Colchões				
			População	DOMICÍLIOS URBANOS POR CLASSE ECONÔMICA				per capita			POTENCIAL DE CONSUMO POR CLASSE ECONÔMICA EM R\$					
	MUNICÍPIO	UF	TOTAL	TOTAL	A	C	D/E	TOTAL	Total (mil)	Per capita	A	B	C	D/E	TOTAL	
0001	SÃO PAULO	SP	11.895.578	4.334.121	226.783	1.097.192	2.099.346	881.701	4.305.022	828.980.668	66.872,84	172.473.697	308.627.363	352.991.307	110.212.861	944.306.228
0002	RIO DE JANEIRO	RJ	6.729.894	2.447.907	130.487	596.423	1.117.688	603.309	2.447.907	359.634.753	53.078,23	83.852.516	101.885.383	117.787.390	53.738.699	357.398.699
0003	BRÁSILIA	DF	2.982.818	1.010.766	62.889	289.777	432.821	180.386	965.873	286.943.782	92.732,27	43.737.717	96.757.332	72.576.948	15.249.500	228.321.897
0004	SALVADOR	BA	2.568.928	947.079	20.393	161.453	404.766	360.240	946.852	62.954.487	21.706,06	27.726.020	67.135.802	70.769.683	40.831.133	266.422.638
0005	BEL HORIZONTE	MG	2.164.339	890.232	44.634	247.076	428.702	169.820	890.232	105.829.675	41.818,32	33.534.176	73.540.298	77.255.459	19.402.137	230.732.071
0006	CURITIBA	PR	1.829.225	688.937	46.566	219.330	319.383	103.628	688.907	98.003.704	49.907,02	37.160.074	91.468.824	55.061.045	9.782.047	193.471.989
0007	PORTO ALEGRE	RS	1.389.322	557.175	33.097	175.244	257.425	91.409	557.175	81.562.848	54.647,38	38.266.067	64.957.022	45.183.691	9.021.852	155.448.813
0008	FORTALEZA	CE	2.574.412	859.425	16.052	152.892	352.413	338.668	859.425	73.436.128	27.164,45	23.805.992	44.778.092	56.173.981	28.460.522	153.216.687
0009	GOIÂNIA	GO	1.494.598	559.875	28.352	146.854	272.833	119.041	558.890	59.865.990	38.483,54	18.004.316	44.254.883	42.783.093	11.472.492	116.514.784
0010	CAMPINAS	SP	1.185.977	435.177	26.427	133.607	211.611	57.548	429.593	72.946.775	59.634,21	21.899.408	45.145.617	34.427.666	6.405.196	107.877.887
0011	RECIFE	PE	1.587.707	548.497	16.614	93.179	224.395	214.309	548.497	54.970.305	33.094,37	13.002.908	35.554.158	36.039.918	21.281.008	105.877.092
0012	GUARULHOS	SP	1.345.364	457.468	12.135	102.224	236.844	106.265	457.468	77.376.467	55.084,22	9.921.960	31.101.538	39.934.535	13.066.325	94.024.358
0013	MANAUS	AM	2.279.686	645.522	13.410	134.714	306.747	187.526	642.397	103.281.436	45.782,75	10.899.052	26.454.705	33.112.789	15.071.272	85.537.818
0014	CAMPO GRANDE	MS	954.537	335.084	12.290	80.350	167.597	71.012	331.249	34.731.151	37.916,06	17.207.184	25.045.414	33.527.319	9.129.621	70.409.539
0015	SÃO BERNARDO DO CAMPO	SP	840.499	304.286	15.120	91.775	150.489	42.939	300.323	58.277.014	68.567,36	11.805.196	29.017.689	24.395.641	5.917.618	74.916.126
0016	SÃO LUIS	MA	1.088.057	351.880	8.722	62.921	145.089	113.677	330.409	36.535.226	32.739,65	10.549.008	19.430.655	27.121.067	12.082.594	69.183.323
0017	BELEM	PA	1.398.513	418.500	11.092	119.922	182.128	136.486	414.626	33.467.126	22.216,33	7.373.826	24.995.341	25.531.439	11.443.840	68.708.446
0018	SANTO ANDRÉ	SP	778.711	286.368	15.253	89.861	142.367	39.088	286.368	32.620.295	45.062,56	11.968.865	27.614.650	23.147.387	4.320.228	67.051.130
0019	RIBEIRÃO PRETO	SP	728.400	274.201	14.423	84.898	138.617	35.675	273.623	39.955.572	55.484,91	11.385.748	26.845.972	1.624.207	4.886.179	64.742.110
0020	FLORIANÓPOLIS	SC	576.361	230.219	16.549	77.622	91.276	35.037	220.484	23.555.034	45.602,98	9.372.231	33.529.945	15.859.164	5.613.309	64.374.648
0021	UBERLÂNDIA	MG	754.954	276.700	9.847	70.490	137.483	50.697	268.517	43.129.285	61.038,02	17.071.486	21.425.290	25.120.740	5.617.801	59.381.317
0022	JOINVILLE	SC	654.888	230.067	10.477	70.610	110.667	29.888	221.442	45.069.864	74.531,62	6.696.101	26.203.191	21.763.054	4.215.877	58.878.222
0023	OSASCO	SP	756.952	263.157	9.413	66.402	131.799	55.543	263.157	86.111.260	122.765,64	7.716.614	18.625.116	22.344.325	6.831.815	55.157.870
0024	SÃO JOSÉ DOS CAMPOS	SP	724.756	253.185	12.944	73.971	119.652	42.220	248.784	45.208.808	61.315,88	10.173.530	19.543.731	20.211.655	5.091.277	55.020.193
0025	SOROCABA	SP	757.459	272.514	11.661	77.674	135.226	45.669	270.233	44.533.398	64.046,61	10.643.741	18.566.821	19.675.129	5.508.961	54.394.652
0026	NATAL	RN	785.368	288.195	7.836	56.189	119.623	84.547	268.195	24.186.262	26.972,28	6.515.015	21.853.862	17.746.613	7.711.680	53.826.991
0027	CUIABÁ	MT	682.932	240.560	10.419	60.619	115.205	48.773	235.016	29.746.934	47.700,88	8.950.610	18.636.679	18.942.375	6.293.547	53.723.212
0028	CAXIAS DO SUL	RS	479.256	187.332	8.946	58.434	89.495	23.742	180.617	31.688.460	60.506,95	9.085.766	23.128.224	18.091.357	2.116.725	52.422.073
0029	MACEIÓ	AL	994.464	338.801	5.767	52.753	132.762	147.310	338.592	27.484.016	26.642,20	4.647.920	16.058.025	17.562.990	14.020.386	52.289.322
0030	CANTAGÊM	MG	649.875	230.852	8.626	55.363	119.820	48.946	229.756	36.479.765	54.136,41	4.062.468	20.634.702	21.803.184	5.503.258	52.003.613
0031	LONDINA	PR	577.318	213.892	5.863	60.403	109.772	30.497	209.535	23.604.740	40.636,89	7.507.939	18.328.525	22.143.505	2.812.503	50.792.472
0032	JOÃO PESSOA	PB	888.679	304.967	7.859	59.122	132.509	104.555	304.045	22.244.284	26.936,78	6.124.147	15.904.297	19.074.139	9.160.680	50.263.263
0033	JUIZ DE FORA	MG	565.764	213.707	7.770	51.649	107.302	44.279	211.000	20.297.559	35.145,34	6.084.775	15.696.602	19.496.895	5.059.125	46.337.397
0034	SANTOS	SP	429.567	168.063	12.448	55.149	71.299	29.609	167.965	24.090.173	55.008,46	8.276.439	19.901.366	11.838.460	3.592.492	43.608.757
0035	SÃO GONÇALO	RJ	960.652	352.257	5.249	70.117	173.955	102.735	352.056	20.324.883	15.804,81	5.114.188	11.520.118	17.073.777	9.628.892	43.336.975
0036	JUNDIAÍ	SP	460.313	169.161	10.422	52.820	76.107	24.090	163.439	57.670.893	83.051,20	8.566.375	16.379.162	12.609.955	2.984.119	40.539.611
0037	FEIRA DE SANTANA	BA	657.948	226.290	2.683	35.884	86.596	84.893	210.056	17.282.198	27.691,08	3.688.623	12.208.231	14.931.021	9.540.639	40.368.514
0038	JABOTÃO DOS GUARARAPES	SP	637.285	235.875	3.347	36.941	90.080	100.267	230.635	16.133.556	22.680,83	3.654.089	12.609.029	14.049.765	9.851.883	40.245.765
0039	BLUMENAU	SC	380.597	142.070	7.806	46.585	65.796	15.440	135.127	20.576.440	56.155,65	4.768.501	18.950.048	14.329.914	2.195.172	40.243.636
0040	ARACAJU	SE	628.849	221.161	8.992	49.341	92.934	69.994	221.161	18.405.678	27.364,40	4.512.219	11.423.409	10.037.167	6.973.102	39.545.898
0041	SÃO JOSÉ DO RIO PRETO	SP	501.597	192.061	8.421	53.747	90.416	30.819	183.403	20.962.617	44.679,93	7.890.841	12.831.223	13.709.130	3.716.939	38.148.133
0042	MARINGÁ	PR	425.983	161.333	7.963	49.444	77.828	23.625	158.860	22.656.733	51.908,79	6.169.473	16.991.172	12.404.679	2.228.584	37.793.907
0043	VILA VELHA	ES	502.899	182.254	9.157	48.623	89.770	36.032	183.582	16.305.842	32.056,78	6.394.032	13.362.900	13.210.140	3.559.156	36.526.228
0044	APARECIDA DE GOIÂNIA	GO	550.925	194.480	3.124	42.663	102.856	43.638	192.281	16.979.984	28.213,26	3.157.863	13.546.586	14.946.426	4.475.688	35.376.562
0045	TERESINA	PI	902.644	284.187	5.817	57.340	120.848	89.622	268.065	23.895.231	27.430,28	4.961.335	9.854.267	14.475.612	5.978.197	35.269.412
0046	NOVA IGUAÇU	RJ	843.406	287.910	3.347	47.340	127.003	108.007	285.697	17.794.593	21.559,06	3.239.175	7.644.586	15.473.081	7.911.697	34.268.539
0047	PORTO VELHO	RO	514.873	154.810	6.657	36.093	71.035	30.833	143.618	20.059.522	36.541,49	4.714.324	13.382.885	12.535.368	3.431.597	34.064.715
0048	SERRA	ES	572.274	200.077	4.115	43.021	104.819	47.125	199.080	37.279.406	69.452,01	4.077.812	11.456.961	13.681.132	4.577.652	33.793.556
0049	CANOAS	RS	359.554	135.306	4.823	34.115	69.831	26.537	135.306	21.995.362	62.892,77	5.501.125	12.274.803	12.425.600	2.703.007	32.994.534
0050	DUQUE DE CAXIAS	RJ	866.347	295.422	2.294	53.376	132.734	106.287	294.691	53.136.666	57.170,07	2.104.004	8.847.752	14.170.932	7.785.832	32.908.520
0051	NITERÓI	RJ	516.720	194.651	13.809	55.702	77.092	48.048	194.651	66.345.730	128.333,01	7.081.771	12.027.645	8.921.541	4.298.176	32.328.134
0052	MOGI DAS CRUZES	SP	468.120	163.964	5.547	38.063	76.299	32.871	152.780	19.604.517	40.033,34	4.574.061	10.676.456	12.925.630	4.041.896	32.218.043
0053	PIRACICABA	SP	438.827	160.740	7.461	47.477	77.353	25.694	157.985	34.555.724	84.225,76	5.806.549	11.344.838	11.746.806	3.182.748	32.080.942
0054	MAUÁ	SP	429.380	153.300	3.273	35.363	81.664	33.000	153.300	20.776.213	43.128,78	3.744.740	10.678.898	12.414.786	4.126.055	30.964.479
0055	SÃO JOSÉ	SC	298.948	110.571	5.508	31.913	53.627	13.831	109.179	13.838.193	54.544,43	3.481.714	14.698.931	10.589.427	1.964.628	30.794.160
0056	FRANCA	SP	364.331	130.849	3.540	34.467	68.850	22.096	128.953	11.276.086	31.450,10	2.900.289	11.714.400	13.372.666	2.735.431	30.722.807
0057	CASCAVEL	PR	364.104	135.185	4.747	36.331	69.590	18.911	129.579	15.787.528	46.976,49	3.951.531	10.928.677	14.015.776		