

# Communications Equipment Retail Market in Brazil

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## Abstracts

### Introduction

Datamonitor's retail databooks are based on key market value data for eight major product sectors, 20 product markets, 16 core retail distribution channels and 62 countries. This profile focuses on the communications equipment retail market in Brazil and provides current and forecast data on market value in relation to the parent retail sector and total retail within the country.

### Scope

- Total product retail market value from 2002 to 2007 as well as forecasts to 2012
- The size of the product market as a proportion of total product sector sales and a growth rate comparison
- Current and forecast product market value segmented by major retail channels

### Highlights

Communications equipment market accounted for 6.6% of the electricals and electronics sector value in Brazil in 2007. The market increased at a compound annual growth rate (CAGR) of 26.2% between 2002 and 2007.

The electricals and electronics retailers format led the communications equipment market, with a share of 64.2% in 2007.

### Reasons to Purchase

- Discover how this product's share of total retail and sector sales is changing
- Identify fast growth channels in the country for this particular product market
- Understand the future direction of the market with reliable historical data and full five year forecasting

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