

Computers and Peripherals in Brazil

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Abstracts

Over the last couple of years, computers and peripherals in Brazil has changed drastically with mobility and the evermore necessity for performance as main drivers. Embedded in these trends, consumers have increasingly opted for mobile computing and manufacturers have been investing in high-performance, easy-to-carry and multifaceted products, benefiting mainly laptops and hybrids. Modernisation of work culture, with home office and shared working spaces growing in popularity, has also led to su...

Euromonitor International's Computers and Peripherals in Brazil report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers, Peripherals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Computers and Peripherals market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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