

Consumer Electronics in Brazil

<https://marketpublishers.com/r/C8234D7272EEN.html>

Date: July 2023

Pages: 82

Price: US\$ 2,650.00 (Single User License)

ID: C8234D7272EEN

Abstracts

Retail volume sales of consumer electronics experienced an overall slight decrease in Brazil in 2022, primarily due to the global economic crisis, worsened by the war in Ukraine, and the zero-COVID policy in China. High inflation within Brazil also hampered growth. There are signs of recovery for consumer electronics in 2023, although the rate of decline is expected to slow, rather than a return to growth being seen. One reason is that the second-hand market is gaining traction, primarily driven...

Euromonitor International's Consumer Electronics 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 and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

Get a detailed picture of the Consumer Electronics 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.

Contents

CONSUMER ELECTRONICS IN BRAZIL

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Computers and peripherals suffers a massive hit from the global economic crisis

Resilience of premium products

Continued strength of major players in computers and peripherals

PROSPECTS AND OPPORTUNITIES

Gamers should attract more investment in computers and peripherals

Concern for sustainability to increase further in the coming years

Advances in virtual reality and smartphones threaten sales of computers

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 Sales of Computers by Category: Business Volume 2018-2023

Table 17 Sales of Computers by Category: Business Value MSP 2018-2023

Table 18 Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028

Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028

Table 27 Forecast Sales of Computers by Category: Business Volume 2023-2028

Table 28 Forecast Sales of Computers by Category: Business Value MSP 2023-2028

Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2023-2028

Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

IN-CAR ENTERTAINMENT IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

In-car entertainment continues its slow decline in volume terms

Static competitive landscape

Opportunity from new technological challenges for pre-installed products

PROSPECTS AND OPPORTUNITIES

Integration of smart devices could be a threat or an opportunity for in-dash media players

In-car navigation set to continue its dynamic decline

Rear-seat entertainment to gain focus

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2018-2023

Table 32 Sales of In-Car Entertainment by Category: Value 2018-2023

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

HOME AUDIO AND CINEMA IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline continues, with only home cinema and speaker systems maintaining stability

Economic crisis has a significant impact on home audio and cinema

Retailers offer big discounts to push sales

PROSPECTS AND OPPORTUNITIES

Continued growth of wireless technology and smart home audio threaten sales

Sustainability and eco-friendly options to drive new developments

Enhanced audio quality and immersive experience for home theatre enthusiasts

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2018-2023

Table 43 Sales of Home Audio and Cinema by Category: Value 2018-2023

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028

Table 51 Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028

Table 52 Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

HOME VIDEO IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home video suffers from global price increases, despite the boost to sales from the FIFA World Cup

Premium televisions perform well despite overall decline

Video players are no longer in the public eye

PROSPECTS AND OPPORTUNITIES

OLED TVs set to gain share in the forecast period

LG and Samsung will continue to lead in Brazil, but Asian brands set to gain ground

Immersive experience and integration with technology to push innovations in home video

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2018-2023

Table 54 Sales of Home Video by Category: Value 2018-2023

Table 55 Sales of Home Video by Category: % Volume Growth 2018-2023

Table 56 Sales of Home Video by Category: % Value Growth 2018-2023

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 58 NBO Company Shares of Home Video: % Volume 2019-2023

Table 59 LBN Brand Shares of Home Video: % Volume 2020-2023

Table 60 Distribution of Home Video by Channel: % Volume 2018-2023

Table 61 Forecast Sales of Home Video by Category: Volume 2023-2028

Table 62 Forecast Sales of Home Video by Category: Value 2023-2028

Table 63 Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 64 Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 65 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

IMAGING DEVICES IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Imaging devices continues to decline as these products are being replaced by smartphones

Return of in-person activities maintains a certain level of sales for imaging devices

E-commerce and promotions reach consumers with lower purchasing power

PROSPECTS AND OPPORTUNITIES

Smartphones should continue to gain ground in the forecast period

Digital camcorders no longer appeal to consumers, with a few exceptions

Outdoor sports should bring some focus back to digital cameras

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2018-2023

Table 67 Sales of Imaging Devices by Category: Value 2018-2023

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 69 Sales of Imaging Devices by Category: % Value Growth 2018-2023

Table 70 NBO Company Shares of Imaging Devices: % Volume 2019-2023

Table 71 LBN Brand Shares of Imaging Devices: % Volume 2020-2023

Table 72 Distribution of Imaging Devices by Channel: % Volume 2018-2023

Table 73 Forecast Sales of Imaging Devices by Category: Volume 2023-2028

Table 74 Forecast Sales of Imaging Devices by Category: Value 2023-2028

Table 75 Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

Table 76 Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

PORTABLE PLAYERS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wireless speakers continues its aggressive growth amongst Brazilian consumers

Huge promotional events boost sales of wireless speakers

Amazon continues to dominate e-readers in Brazil with Kindle

PROSPECTS AND OPPORTUNITIES

Wireless speakers set to continue to see high investment in innovation

Young Brazilian consumers will increasingly focus on sustainability

Growing popularity of book clubs might threaten growth of Kindle

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2018-2023

Table 78 Sales of Portable Players by Category: Value 2018-2023

Table 79 Sales of Portable Players by Category: % Volume Growth 2018-2023

Table 80 Sales of Portable Players by Category: % Value Growth 2018-2023

Table 81 NBO Company Shares of Portable Players: % Volume 2019-2023

Table 82 LBN Brand Shares of Portable Players: % Volume 2020-2023

Table 83 Distribution of Portable Players by Channel: % Volume 2018-2023

Table 84 Forecast Sales of Portable Players by Category: Volume 2023-2028

Table 85 Forecast Sales of Portable Players by Category: Value 2023-2028

Table 86 Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

Table 87 Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

MOBILE PHONES IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mobile phones decreases in both volume and value terms following economic crisis

Consumers are searching for more affordable options and keeping phones longer

Samsung and Motorola still ahead, but Chinese brands grow

PROSPECTS AND OPPORTUNITIES

5G smartphones to continue growing in the forecast period

New generation of consumers searches for more sustainable options

Second-hand market to continue growing due to economic uncertainties

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2018-2023

Table 89 Sales of Mobile Phones by Category: Value 2018-2023

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 91 Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 93 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 95 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 97 Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 98 Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 99 Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 100 Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

WEARABLE ELECTRONICS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wearable electronics shows dynamic volume growth despite high inflation

Chinese brands see share growth in smart wearables, but Apple and Samsung still lead

Most Brazilians who purchase wearable electronics are middle- and high-class

PROSPECTS AND OPPORTUNITIES

Healthier lifestyles to drive innovation in wearable electronics

Smart wearables to gain new functionalities in the forecast period

Promotions and discounts on key days to expand the consumer group

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2018-2023

Table 102 Sales of Wearable Electronics by Category: Value 2018-2023

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 110 Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 111 Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

HEADPHONES IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Headphones maintains dynamic growth in Brazil

Better quality of sound and comfort are priorities for consumers

Wireless earphones continues its decline, despite the growth in other categories

PROSPECTS AND OPPORTUNITIES

Improved sound quality and noise cancellation to drive innovation

Customisation and personalisation

Popularity of e-sports and gaming to drive innovation in wireless headbands

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2018-2023

Table 113 Sales of Headphones by Category: Value 2018-2023

Table 114 Sales of Headphones by Category: % Volume Growth 2018-2023

Table 115 Sales of Headphones by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Headphones: % Volume 2019-2023

Table 117 LBN Brand Shares of Headphones: % Volume 2020-2023

Table 118 Distribution of Headphones by Channel: % Volume 2018-2023

Table 119 Forecast Sales of Headphones by Category: Volume 2023-2028

Table 120 Forecast Sales of Headphones by Category: Value 2023-2028

Table 121 Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Headphones by Category: % Value Growth 2023-2028

I would like to order

Product name: Consumer Electronics in Brazil

Product link: <https://marketpublishers.com/r/C8234D7272EEN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C8234D7272EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970