

# Consumer Electronics in Brazil

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## 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.

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