

## Home Audio and Cinema in Brazil

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Home audio and cinema posted a slight decrease of 1% in retail volume terms in 2017, reaching 1.7 million units. Although a decrease, the rate was much better than some of the declines posted over the previous years. Macroeconomic conditions continued to negatively impact sales of home audio and cinema, as consumers avoided overspending on items that they consider non-essential.

Euromonitor International's Home Audio and Cinema 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:** Audio Separates, Digital Media Player Docks, Hi-Fi Systems, Home Cinema and Speaker Systems, Other Home Audio and Cinema, Speakers.

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

### Why buy this report?

- Get a detailed picture of the Home Audio and Cinema 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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#### Executive Summary

- Consumer Electronics in Brazil Posted Slightly Better Performance in 2017
- More Expensive Products Contributed Positively To the Overall Performance
- Samsung and Lg Continue To Consolidate As Top Players
- Internet Retailing Remains the Most Dynamic Channel in 2017
- Consumer Electronics Retail Volume Sales Are Plateauing

#### Key Trends and Developments

- Turbulent Economic and Political Scenario Keeps Consumers More Cautious
- Internet Retailing Continues To Gain Relevance Within Consumer Electronics
- Multiple Instalment Payments Losing Popularity for Purchases of Consumer Electronics

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