

Luxury Electronic Gadgets in Brazil

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Abstracts

Luxury electronic gadgets remains a very small luxury goods category in Brazil. The competition between Apple and Samsung continues to drive the category as each of these large multinationals seeks to gain an advantage by launching the latest technological novelties. Luxury mobile phones in Brazil carry very high unit prices in the region of R\$2,000, while ongoing security problems continue to hinder growth in luxury electronic gadgets in Brazil.

Euromonitor International's Luxury Electronic Gadgets in Brazil report offers a comprehensive guide to the size and shape of the Luxury Electronic Gadgets market 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 and their effects on Luxury Electronic Gadgets retailing along with the development of consumers' shopping patterns. Forecasts to 2017 illustrate how the market is set to change

Product coverage: Luxury Mobile Phones, Luxury Mp3 Players.

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

Why buy this report?

Get a detailed picture of the Luxury Electronic Gadgets 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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Euromonitor International

February 2013

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