

Luxury Portable Consumer Electronics in Brazil

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Abstracts

Sales of luxury portable consumer electronics remained insignificant in Brazil over the review period. These products lack both distribution and demand. While the popularity of smartphones is soaring, there is little interest in luxury variants, with those seeking to buy such products being more likely to do so overseas. TAG Heuer, a strong global player in luxury portable consumer electronics, is present in Brazil but opts to focus solely on watches and eyewear in the country.

Euromonitor International's Luxury Portable Consumer Electronics in Brazil report offers a comprehensive guide to the size and shape of the Luxury Portable Consumer Electronics 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 Portable Consumer Electronics retailing along with the development of consumers' shopping patterns. Forecasts to 2020 illustrate how the market is set to change

Product coverage: Luxury Mobile Phones, Luxury Mp3 Players, Luxury Wearables.

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 Portable 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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