

# Brazil Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/BD5805EA5D81EN.html>

Date: October 2023

Pages: 37

Price: US\$ 350.00 (Single User License)

ID: BD5805EA5D81EN

## Abstracts

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### Summary

Consumer Electronics Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

The Brazilian consumer electronics market had total revenues of \$39.9 billion in 2022, representing a compound annual growth rate (CAGR) of 13% between 2017 and 2022.

The communications equipment segment accounted for the market's largest proportion in 2022, with total revenues of \$15.3 billion, equivalent to 38.3% of the market's overall value.

The growth in the Brazilian consumer electronics market is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence.

The consumer confidence index reached 78.6 in April 2022, the highest level since August 2021, according to the Fundação Getúlio Vargas' Brazilian Institute of Economics (FGV IBRE).

## Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the consumer electronics retail market in Brazil

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Brazil

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil consumer electronics retail market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Brazil consumer electronics retail market by value in 2022?

What will be the size of the Brazil consumer electronics retail market in 2027?

What factors are affecting the strength of competition in the Brazil consumer electronics retail market?

How has the market performed over the last five years?

How large is Brazil's consumer electronics retail market in relation to its regional counterparts?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. How is ecommerce shaping leading players' strategies?
- 7.3. How has the Russia-Ukraine conflict affected leading players?

## **8 COMPANY PROFILES**

- 8.1. Grupo Casas Bahia SA
- 8.2. Magazine Luiza SA

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Brazil consumer electronics retail market value: \$ million, 2017-22

Table 2: Brazil consumer electronics retail market category segmentation: % share, by value, 2017-2022

Table 3: Brazil consumer electronics retail market category segmentation: \$ million, 2017-2022

Table 4: Brazil consumer electronics retail market geography segmentation: \$ million, 2022

Table 5: Brazil consumer electronics retail market distribution: % share, by value, 2022

Table 6: Brazil consumer electronics retail market value forecast: \$ million, 2022-27

Table 7: Grupo Casas Bahia SA: key facts

Table 8: Grupo Casas Bahia SA: Annual Financial Ratios

Table 9: Grupo Casas Bahia SA: Key Employees

Table 10: Magazine Luiza SA: key facts

Table 11: Magazine Luiza SA: Annual Financial Ratios

Table 12: Magazine Luiza SA: Key Employees

Table 13: Brazil size of population (million), 2018-22

Table 14: Brazil gdp (constant 2005 prices, \$ billion), 2018-22

Table 15: Brazil gdp (current prices, \$ billion), 2018-22

Table 16: Brazil inflation, 2018-22

Table 17: Brazil consumer price index (absolute), 2018-22

Table 18: Brazil exchange rate, 2018-22

## List Of Figures

### LIST OF FIGURES

Figure 1: Brazil consumer electronics retail market value: \$ million, 2017-22

Figure 2: Brazil consumer electronics retail market category segmentation: \$ million, 2017-2022

Figure 3: Brazil consumer electronics retail market geography segmentation: % share, by value, 2022

Figure 4: Brazil consumer electronics retail market distribution: % share, by value, 2022

Figure 5: Brazil consumer electronics retail market value forecast: \$ million, 2022-27

Figure 6: Forces driving competition in the consumer electronics retail market in Brazil, 2022

Figure 7: Drivers of buyer power in the consumer electronics retail market in Brazil, 2022

Figure 8: Drivers of supplier power in the consumer electronics retail market in Brazil, 2022

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in Brazil, 2022

Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in Brazil, 2022

Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in Brazil, 2022

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