

Brazil Mobile Phones Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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SUMMARY

Mobile Phones in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 Mobile Phones market includes mobile phone service revenues and average minutes of use (MOU). Market values are made up of total mobile revenues containing revenues from mobile service providers and other members of the mobile service value-chain for the provision of mobile telephony services, excluding revenues from the sale of devices. Market volumes are made up of two segments: prepaid and postpaid, which consist of prepaid average monthly MOU and postpaid average monthly MOU. Minutes of use are made up from the average of voice minutes used in mobile subscriptions, including both incoming and outgoing calls, but not including M2M/IoT voice services.

The Brazilian mobile phones market generated total revenues of \$13.4 billion in 2022, representing a negative compound annual growth rate (CAGR) of 7.0% between 2017 and 2022.

Market consumption volume declined with a negative CAGR of 5.0% between

2017 and 2022, to reach a total of 302.3 average MOU in 2022.

According to the International Telecommunication Union (ITU), 90% of the Brazilian population was covered by mobile-cellular telephone subscriptions in 2021, equivalent to 102 mobile subscriptions per 100 people.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the mobile phones market in Brazil

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the mobile phones market in Brazil

Leading company profiles reveal details of key mobile phones market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil mobile phones market with five year forecasts

REASONS TO BUY

What was the size of the Brazil mobile phones market by value in 2022?

What will be the size of the Brazil mobile phones market in 2027?

What factors are affecting the strength of competition in the Brazil mobile phones market?

How has the market performed over the last five years?

What are the main segments that make up Brazil's mobile phones market?

Contents

1 EXECUTIVE SUMMARY

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

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume 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. What strategies do leading players follow?

7.3. Have there been any significant mergers or acquisitions in recent years?

8 COMPANY PROFILES

8.1. Telefonica Brasil SA

8.2. Claro SA

8.3. TIM Participacoes SA (Inactive)

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 mobile phones market value: \$ billion, 2017–22
- Table 2: Brazil mobile phones market volume: Average MOU, 2017–22
- Table 3: Brazil mobile phones market category segmentation: % share, by volume, 2017–2022
- Table 4: Brazil mobile phones market category segmentation: Average MOU, 2017-2022
- Table 5: Brazil mobile phones market geography segmentation: \$ billion, 2022
- Table 6: Brazil mobile phones market value forecast: \$ billion, 2022–27
- Table 7: Brazil mobile phones market volume forecast: Average MOU, 2022–27
- Table 8: Telefonica Brasil SA: key facts
- Table 9: Telefonica Brasil SA: Annual Financial Ratios
- Table 10: Telefonica Brasil SA: Key Employees
- Table 11: Claro SA: key facts
- Table 12: Claro SA: Key Employees
- Table 13: TIM Participacoes SA (Inactive): key facts
- Table 14: TIM Participacoes SA (Inactive): Key Employees
- Table 15: Brazil size of population (million), 2018–22
- Table 16: Brazil gdp (constant 2005 prices, \$ billion), 2018–22
- Table 17: Brazil gdp (current prices, \$ billion), 2018–22
- Table 18: Brazil inflation, 2018–22
- Table 19: Brazil consumer price index (absolute), 2018–22
- Table 20: Brazil exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Brazil mobile phones market value: \$ billion, 2017–22

Figure 2: Brazil mobile phones market volume: Average MOU, 2017–22

Figure 3: Brazil mobile phones market category segmentation: Average MOU, 2017-2022

Figure 4: Brazil mobile phones market geography segmentation: % share, by value, 2022

Figure 5: Brazil mobile phones market value forecast: \$ billion, 2022–27

Figure 6: Brazil mobile phones market volume forecast: Average MOU, 2022–27

Figure 7: Forces driving competition in the mobile phones market in Brazil, 2022

Figure 8: Drivers of buyer power in the mobile phones market in Brazil, 2022

Figure 9: Drivers of supplier power in the mobile phones market in Brazil, 2022

Figure 10: Factors influencing the likelihood of new entrants in the mobile phones market in Brazil, 2022

Figure 11: Factors influencing the threat of substitutes in the mobile phones market in Brazil, 2022

Figure 12: Drivers of degree of rivalry in the mobile phones market in Brazil, 2022

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