

Brazil Online Retail Market to 2027

<https://marketpublishers.com/r/B113ED5BE076EN.html>

Date: November 2023

Pages: 42

Price: US\$ 350.00 (Single User License)

ID: B113ED5BE076EN

Abstracts

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Summary

Online 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 online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.

The Brazilian online retail sector had total revenues of \$26.4 billion in 2022, representing a compound annual growth rate (CAGR) of 24.4% between 2017 and 2022.

The electrical & electronics retail segment accounted for the sector's largest proportion in 2022, with total revenues of \$15 billion, equivalent to 56.7% of the sector's overall value.

The growth in the Brazilian online retail sector is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, the FGV-IBRE Consumer Confidence Index in Brazil reached its highest level since February 2014, reaching 97 in September 2023, reapproaching the neutral threshold of 100.

Scope

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

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

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

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

Reasons to Buy

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

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

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

How has the market performed over the last five years?

How large is Brazil's online 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

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 COMPANY PROFILES

- 7.1. Mercado Libre Inc
- 7.2. Lojas CEM SA
- 7.3. Magazine Luiza SA
- 7.4. Grupo Casas Bahia SA

8 MACROECONOMIC INDICATORS

- 8.1. Country data

9 APPENDIX

- 9.1. Methodology
- 9.2. Industry associations
- 9.3. Related MarketLine research
- 9.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Brazil online retail sector value: \$ million, 2017–22
- Table 2: Brazil online retail sector category segmentation: % share, by value, 2017–2022
- Table 3: Brazil online retail sector category segmentation: \$ million, 2017-2022
- Table 4: Brazil online retail sector geography segmentation: \$ million, 2022
- Table 5: Brazil online retail sector distribution: % share, by value, 2022
- Table 6: Brazil online retail sector value forecast: \$ million, 2022–27
- Table 7: Mercado Libre Inc: key facts
- Table 8: Mercado Libre Inc: Annual Financial Ratios
- Table 9: Mercado Libre Inc: Key Employees
- Table 10: Lojas CEM SA: key facts
- Table 11: Lojas CEM SA: Key Employees
- Table 12: Magazine Luiza SA: key facts
- Table 13: Magazine Luiza SA: Annual Financial Ratios
- Table 14: Magazine Luiza SA: Key Employees
- Table 15: Grupo Casas Bahia SA: key facts
- Table 16: Grupo Casas Bahia SA: Annual Financial Ratios
- Table 17: Grupo Casas Bahia SA: Key Employees
- Table 18: Brazil size of population (million), 2018–22
- Table 19: Brazil gdp (constant 2005 prices, \$ billion), 2018–22
- Table 20: Brazil gdp (current prices, \$ billion), 2018–22
- Table 21: Brazil inflation, 2018–22
- Table 22: Brazil consumer price index (absolute), 2018–22
- Table 23: Brazil exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Brazil online retail sector value: \$ million, 2017–22

Figure 2: Brazil online retail sector category segmentation: \$ million, 2017-2022

Figure 3: Brazil online retail sector geography segmentation: % share, by value, 2022

Figure 4: Brazil online retail sector distribution: % share, by value, 2022

Figure 5: Brazil online retail sector value forecast: \$ million, 2022–27

Figure 6: Forces driving competition in the online retail sector in Brazil, 2022

Figure 7: Drivers of buyer power in the online retail sector in Brazil, 2022

Figure 8: Drivers of supplier power in the online retail sector in Brazil, 2022

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Brazil, 2022

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Brazil, 2022

Figure 11: Drivers of degree of rivalry in the online retail sector in Brazil, 2022

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