

Consumer Electronics Retail in Brazil

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Abstracts

Consumer Electronics Retail in Brazil

Summary

Consumer Electronics Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). 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 market value represents the retail sales value of consumer electronics.

The Brazilian consumer electronics retail market recorded revenues of \$42.2 billion in 2023, representing a compound annual growth rate (CAGR) of 4.8% between 2018 and 2023.

The communications equipment segment accounted for the market's largest proportion in 2023, with total revenues of \$16.4 billion, equivalent to 38.9% of the market's overall value.

The growth of the Brazilian consumer electronics retail market is driven by rising disposable income leading to an increase in consumer spending on high-end household appliances and consumer electronics. According to the Brazilian Institute of Geography and Statistics (IBGE), in 2023, Brazil's per capita

household real monthly average earnings reached BRL1,848 (\$370.0), recording a growth of 11.5% over 2022.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, 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

Reasons to Buy

What was the size of the Brazil consumer electronics retail market by value in 2023?

What will be the size of the Brazil consumer electronics retail market in 2028?

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?

What are the main segments that make up Brazil's consumer electronics retail market?

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