

Consumer Electronics Retail in South America - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Consumer Electronics Retail in South America industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). 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 is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances

includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The South American consumer electronics market had total revenues of \$48.9bn in 2020, representing a compound annual growth rate (CAGR) of 9.6% between 2016 and 2020.

Electrical and electronics specialists account for the largest proportion of sales in the South American consumer electronics market in 2020, sales through this channel generated \$16.6bn, equivalent to 34% of the market's overall value.

The Brazilian market is dominant in the region accounting for 59.5% of the market, followed by Argentina and Peru which make up 12.2% and 10.6% respectively.

SCOPE

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

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

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 South America consumer electronics retail market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the South America consumer electronics retail market by value in 2020?

What will be the size of the South America consumer electronics retail market in 2025?

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

How has the market performed over the last five years?

How large is South America'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 likely is a disruptive entry by Amazon in Colombia?
- 7.3. How is e-commerce shaping leading players' strategies?

8 COMPANY PROFILES

- 8.1. Magazine Luiza SA
- 8.2. Falabella SA
- 8.3. Cencosud 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: South America consumer electronics retail market value: \$ billion, 2016-20

Table 2: South America consumer electronics retail market category segmentation: \$ billion, 2020

Table 3: South America consumer electronics retail market geography segmentation: \$ billion, 2020

Table 4: South America consumer electronics retail market distribution: % share, by value, 2020

Table 5: South America consumer electronics retail market value forecast: \$ billion, 2020-25

Table 6: Magazine Luiza SA: key facts

Table 7: Magazine Luiza SA: Annual Financial Ratios

Table 8: Magazine Luiza SA: Annual Financial Ratios (Continued)

Table 9: Magazine Luiza SA: Key Employees

Table 10: Falabella SA: key facts

Table 11: Falabella SA: Annual Financial Ratios

Table 12: Falabella SA: Key Employees

Table 13: Cencosud SA: key facts

Table 14: Cencosud SA: Annual Financial Ratios

Table 15: Cencosud SA: Annual Financial Ratios (Continued)

Table 16: Cencosud SA: Key Employees

Table 17: South America exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: South America consumer electronics retail market value: \$ billion, 2016-20

Figure 2: South America consumer electronics retail market category segmentation: % share, by value, 2020

Figure 3: South America consumer electronics retail market geography segmentation: % share, by value, 2020

Figure 4: South America consumer electronics retail market distribution: % share, by value, 2020

Figure 5: South America consumer electronics retail market value forecast: \$ billion, 2020-25

Figure 6: Forces driving competition in the consumer electronics retail market in South America, 2020

Figure 7: Drivers of buyer power in the consumer electronics retail market in South America, 2020

Figure 8: Drivers of supplier power in the consumer electronics retail market in South America, 2020

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in South America, 2020

Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in South America, 2020

Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in South America, 2020

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