

Consumer Electronics Retail in South America

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Abstracts

Consumer Electronics Retail in South America

Summary

Consumer Electronics Retail in South America industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 South American consumer electronics retail market recorded revenues of \$67.5 billion in 2023, representing a compound annual growth rate (CAGR) of 4.1% between 2018 and 2023.

The communications equipment segment accounted for the market's largest proportion in 2023, with total revenues of \$24.3 billion, equivalent to 36.0% of the market's overall value.

The growth of the South American 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.

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 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 2023?

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

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?

Who are the top competitors in South America's consumer electronics retail market?

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. What have been the most recent market developments?

8 COMPANY PROFILES

- 8.1. Grupo Casas Bahia SA
- 8.2. Magazine Luiza SA
- 8.3. Falabella SA
- 8.4. 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: \$ million, 2018-23

Table 2: South America consumer electronics retail market category segmentation: % share, by value, 2018-23

Table 3: South America consumer electronics retail market category segmentation: \$ million, 2018-23

Table 4: South America consumer electronics retail market geography segmentation: \$ million, 2023

Table 5: South America consumer electronics retail market distribution: % share, by value, 2023

Table 6: South America consumer electronics retail market value forecast: \$ million, 2023-28

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: Falabella SA: key facts

Table 14: Falabella SA: Annual Financial Ratios

Table 15: Falabella SA: Key Employees

Table 16: Cencosud SA: key facts

Table 17: Cencosud SA: Annual Financial Ratios

Table 18: Cencosud SA: Key Employees

Table 19: South America exchange rate, 2018-23

List Of Figures

LIST OF FIGURES

Figure 1: South America consumer electronics retail market value: \$ million, 2018-23

Figure 2: South America consumer electronics retail market category segmentation: \$ million, 2018-23

Figure 3: South America consumer electronics retail market geography segmentation: % share, by value, 2023

Figure 4: South America consumer electronics retail market distribution: % share, by value, 2023

Figure 5: South America consumer electronics retail market value forecast: \$ million, 2023-28

Figure 6: Forces driving competition in the consumer electronics retail market in South America, 2023

Figure 7: Drivers of buyer power in the consumer electronics retail market in South America, 2023

Figure 8: Drivers of supplier power in the consumer electronics retail market in South America, 2023

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in South America, 2023

Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in South America, 2023

Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in South America, 2023

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