

Electrical & Electronics Retail in Brazil

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Abstracts

Electrical & Electronics Retail in Brazil

SUMMARY

Electrical & Electronics Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

SYNOPSIS

Essential resource for top-line data and analysis covering the Brazil electrical & electronics retail market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

KEY HIGHLIGHTS

The electrical and 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. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2016 annual average exchange rates.

The Brazilian electrical and electronics retail market is expected to generate total revenue of \$33.0bn in 2017, representing a compound annual growth rate (CAGR) of 3.7% between 2013 and 2017.

The communications equipment segment is expected to be the market's most lucrative in 2017, with total revenue of \$10.3bn, equivalent to 31.2% of the market's overall value.

Photographic equipment is becoming obsolete to the casual consumer, with smartphones and tablets providing similar functionality but with much greater utility, explaining the segment's collapse in recent years. The smartphone's popularity has also contributed to the strength of the communications equipment segment.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the electrical & electronics retail market in Brazil

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil electrical & electronics retail market with five year forecasts

REASONS TO BUY

What was the size of the Brazil electrical & electronics retail market by value in 2017?

What will be the size of the Brazil electrical & electronics retail market in 2022?

What factors are affecting the strength of competition in the Brazil electrical & electronics retail market?

How has the market performed over the last five years?

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

Contents

Executive Summary
Market value
Market value forecast
Category segmentation
Geography segmentation
Market rivalry
Market Overview
Market definition
Market analysis
Market Data
Market value
Market Segmentation
Category segmentation
Geography segmentation
Market distribution
Market Outlook
Market value forecast
Five Forces Analysis
Summary
Buyer power
Supplier power
New entrants
Threat of substitutes
Degree of rivalry
Leading Companies
Lojas Cem SA
Magazine Luiza SA
Maquina de Vendas SA
Via Varejo S.A.
Macroeconomic Indicators
Country data
Methodology
Industry associations
Related MarketLine research
Appendix
About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Brazil electrical & electronics retail market value: \$ million, 2013-17(e)

Table 2: Brazil electrical & electronics retail market category segmentation: \$ million, 2017(e)

Table 3: Brazil electrical & electronics retail market geography segmentation: \$ million, 2017(e)

Table 4: Brazil electrical & electronics retail market distribution: % share, by value, 2017(e)

Table 5: Brazil electrical & electronics retail market value forecast: \$ million, 2017-22

Table 6: Lojas Cem SA: key facts

Table 7: Magazine Luiza SA: key facts

Table 8: Magazine Luiza SA: key financials (\$)

Table 9: Magazine Luiza SA: key financials (BRL)

Table 10: Magazine Luiza SA: key financial ratios

Table 11: Maquina de Vendas SA: key facts

Table 12: Via Varejo S.A.: key facts

Table 13: Via Varejo S.A.: key financials (\$)

Table 14: Via Varejo S.A.: key financials (BRL)

Table 15: Via Varejo S.A.: key financial ratios

Table 16: Brazil size of population (million), 2013-17

Table 17: Brazil gdp (constant 2005 prices, \$ billion), 2013-17

Table 18: Brazil gdp (current prices, \$ billion), 2013-17

Table 19: Brazil inflation, 2013-17

Table 20: Brazil consumer price index (absolute), 2013-17

Table 21: Brazil exchange rate, 2013-17

List Of Figures

LIST OF FIGURES

Figure 1: Brazil electrical & electronics retail market value: \$ million, 2013-17(e)

Figure 2: Brazil electrical & electronics retail market category segmentation: % share, by value, 2017(e)

Figure 3: Brazil electrical & electronics retail market geography segmentation: % share, by value, 2017(e)

Figure 4: Brazil electrical & electronics retail market distribution: % share, by value, 2017(e)

Figure 5: Brazil electrical & electronics retail market value forecast: \$ million, 2017-22

Figure 6: Forces driving competition in the electrical & electronics retail market in Brazil, 2017

Figure 7: Drivers of buyer power in the electrical & electronics retail market in Brazil, 2017

Figure 8: Drivers of supplier power in the electrical & electronics retail market in Brazil, 2017

Figure 9: Factors influencing the likelihood of new entrants in the electrical & electronics retail market in Brazil, 2017

Figure 10: Factors influencing the threat of substitutes in the electrical & electronics retail market in Brazil, 2017

Figure 11: Drivers of degree of rivalry in the electrical & electronics retail market in Brazil, 2017

Figure 12: Magazine Luiza SA: revenues & profitability

Figure 13: Magazine Luiza SA: assets & liabilities

Figure 14: Via Varejo S.A.: revenues & profitability

Figure 15: Via Varejo S.A.: assets & liabilities

COMPANIES MENTIONED

Lojas Cem SA

Magazine Luiza SA

Maquina de Vendas SA

Via Varejo S.A.

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