

Online Retail in Brazil

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Abstracts

Online Retail in Brazil

SUMMARY

Online Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). 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 includes all sales within each category listed below, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer.

The Brazilian online retail sector generated total revenues of \$18.9bn in 2018, representing a compound annual growth rate (CAGR) of 16.5% between 2014 and 2018.

The electrical and electronics retail segment was the sector's most lucrative in 2018, with total revenues of \$8.7bn, equivalent to 45.9% of the sector's overall value.

Increasing numbers of consumers are shopping through smart phones due to increased mobile internet adoption, boosting online retail revenue.

SCOPE

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

REASONS TO BUY

What was the size of the Brazil online retail market by value in 2018?

What will be the size of the Brazil online retail market in 2023?

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

How has the market performed over the last five years?

What are the main segments that make up Brazil's online 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 strategies do the leading players follow?
- 7.3. Who are the main challengers to the incumbents?
- 7.4. What is the rationale for the recent M&A activity?

8 COMPANY PROFILES

- 8.1. MercadoLibre Inc
- 8.2. B2W Companhia Digital
- 8.3. Magazine Luiza SA
- 8.4. Via Varejo S.A.
- 8.5. Alibaba Group Holding Limited
- 8.6. Amazon.com, Inc.

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: Brazil online retail sector value: \$ million, 2014-18
Table 2: Brazil online retail sector category segmentation: \$ million, 2018
Table 3: Brazil online retail sector geography segmentation: \$ million, 2018
Table 4: Brazil online retail sector distribution: % share, by value, 2018
Table 5: Brazil online retail sector value forecast: \$ million, 2018-23
Table 6: MercadoLibre Inc: key facts
Table 7: MercadoLibre Inc: Annual Financial Ratios
Table 8: MercadoLibre Inc: Key Employees
Table 9: B2W Companhia Digital: key facts
Table 10: B2W Companhia Digital: Annual Financial Ratios
Table 11: B2W Companhia Digital: Key Employees
Table 12: Magazine Luiza SA: key facts
Table 13: Magazine Luiza SA: Annual Financial Ratios
Table 14: Magazine Luiza SA: Annual Financial Ratios (Continued)
Table 15: Magazine Luiza SA: Key Employees
Table 16: Via Varejo S.A.: key facts
Table 17: Via Varejo S.A.: Annual Financial Ratios
Table 18: Via Varejo S.A.: Key Employees
Table 19: Alibaba Group Holding Limited: key facts
Table 20: Alibaba Group Holding Limited: Annual Financial Ratios
Table 21: Alibaba Group Holding Limited: Key Employees
Table 22: Amazon.com, Inc.: key facts
Table 23: Amazon.com, Inc.: Annual Financial Ratios
Table 24: Amazon.com, Inc.: Key Employees
Table 25: Brazil size of population (million), 2014-18
Table 26: Brazil gdp (constant 2005 prices, \$ billion), 2014-18
Table 27: Brazil gdp (current prices, \$ billion), 2014-18
Table 28: Brazil inflation, 2014-18
Table 29: Brazil consumer price index (absolute), 2014-18
Table 30: Brazil exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: Brazil online retail sector value: \$ million, 2014-18

Figure 2: Brazil online retail sector category segmentation: % share, by value, 2018

Figure 3: Brazil online retail sector geography segmentation: % share, by value, 2018

Figure 4: Brazil online retail sector distribution: % share, by value, 2018

Figure 5: Brazil online retail sector value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the online retail sector in Brazil, 2018

Figure 7: Drivers of buyer power in the online retail sector in Brazil, 2018

Figure 8: Drivers of supplier power in the online retail sector in Brazil, 2018

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Brazil, 2018

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Brazil, 2018

Figure 11: Drivers of degree of rivalry in the online retail sector in Brazil, 2018

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