

# 2019 Future Of Brazil Telecommunications Market- Trends, Outlook and Growth Opportunities of Mobile, Fixed Landline and Broadband Markets

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## Abstracts

The Brazil Telecommunications report – 8th series from OGANalysis provides a complete view of the Brazil telecom ecosystem along with trends and growth factors shaping the future of the market.

The future value proposition for telecommunications market in Brazil to 2025 is detailed in the report. It also provides imperatives for gaining market share in highly competitive telecom industry. It provides unmatched depth and breadth into drivers, challenges, tariffs, competition, subscriber behaviour, infrastructure, regulatory support and others.

The report presents detailed insights into Brazil mobile communication, fixed telephone and fixed broadband markets. Subscriber count and penetration rates are forecast for each of the sub-sectors including cellular, fixed landline and broadband segments from 2005 to 2018 and 2019 to 2025.

With Long Term Evolution (LTE) rapid expansion and slowdown in 2G and 3G services, the Brazil telecom market is evolving rapidly. Embracing mobile connectivity, IoT, cloud services and smartphones has become vital for telecom companies. Operators across the value chain are forced to adapt to these emerging market changes to sustain revenue and profit.

Brazil telecommunication market size, revenues, investment and infrastructure data is also included in the research work. In addition, business environment in the country is compared with five peer markets in the region to analyse Brazil market prominence on regional front.

Telecom operators in Brazil are witnessing wide range of challenges including rapidly changing customer patterns, financial and technological challenges. Identifying the emerging trends and converting them into actionable strategies is vital for sustaining profitability. This report analyses leading telecom companies in Brazil across the value chain, SWOT analysis, tariffs and financial profile.

In addition, the report offers detailed forecasts into the country's demographic factors such as population by age group, gender and region. Macroeconomic factors that form the base drivers for telecom growth and branding & pricing strategies including GDP and disposable income are included.

The research work also includes detailed SWOT analysis of Brazil telecommunications market to enable users to identify key trends and hidden opportunities. It identifies emerging and new market trends across segments in the industry.

The study also includes recent telecommunication market developments, mergers, acquisitions and new launches, spectrum availability, tenders and other developments.

## Scope

Key Findings of Brazil Telecommunications market and introduction - 2018

Prominent Brazil market trends on sales, tariffs, packages, infrastructure, technologies, regulations and companies

Benchmarking with peer markets in the region

SWOT analysis of Brazil Telecommunications market presenting key drivers and hidden opportunities

Annual Subscriber count outlook from 2005 to 2025 for-

Mobile services

Fixed landline services

Fixed broadband services

GDP, Population, Inflation, Disposable Income forecasts

Business, SWOT and Financial Profiles of Leading Companies

Recent Industry Developments, 2018

The report enables clients to

Boost revenues from new and existing customer base

Identify key trends and hidden opportunities

Gain clear understanding of the country telecommunications value chain

Design sustainable and competitive strategies in times of rapid development

Understand paradigm shift in consumer preferences

Compare growth in Brazil telecommunications business with its peer markets

Gain insights into the role of legal and regulatory bodies in Brazil

## Contents

### **1. BRAZIL TELECOMMUNICATIONS INDUSTRY**

- 1.1 Market Scope and Definition
- 1.2 Study Assumptions
- 1.3 Research Methodology

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Trends
- 2.2 Key strategies being Implemented by Market Leaders

### **3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Porter's Five Forces Analysis
- 3.2 Shifting Consumer Behaviour and Preferences
- 3.3 SWOT Analysis
  - 3.3.1 Key Strengths
  - 3.3.2 Key Weaknesses
  - 3.3.3 Potential Opportunities
  - 3.3.4 Potential Threats

### **4. BRAZIL TELECOMMUNICATIONS MARKET OUTLOOK AND GROWTH OPPORTUNITIES**

- 4.1 Brazil Mobile subscribers and Penetration Outlook, 2005- 2018, 2019-2025
- 4.2 Brazil Fixed Telecom subscribers and Penetration Outlook, 2005- 2018, 2019- 2025
- 4.3 Brazil Fixed broadband subscribers and Penetration Outlook, 2005- 2018, 2019-2025

### **5. BRAZIL TELECOMMUNICATIONS COMPANY ANALYSIS**

- 5.1 Domestic vs International Companies
- 5.2 Key Products of Leading Companies
- 5.3 Industry Consolidation Trends

### **6. BRAZIL TELECOM INDUSTRY BENCHMARKING**

- 6.1 Overall Ranking as Compared to Peer Markets
- 6.2 Demand Index
- 6.3 Infrastructure Index
- 6.4 Growth Index

## **7. SWOT AND FINANCIAL PROFILES OF AUTOMOTIVE COMPANIES IN BRAZIL**

- 7.1 Telecom Company A: Profile and operations in Brazil
- 7.2 Telecom Company B: Profile and operations in Brazil
- 7.3 Telecom Company C: Profile and operations in Brazil

## **8. BRAZIL DEMOGRAPHIC AND MACROECONOMIC OUTLOOK TO 2025**

- 8.1 Brazil GDP (Gross Domestic Product, Current Prices) Outlook, 2005-2018, 2019-2025
- 8.2 Brazil Disposable Income Outlook, 2005-2018, 2019- 2025
- 8.3 Brazil Population Growth Outlook, 2005-2018, 2019-2025
- 8.4 Population Outlook by Age, 2007-2025
  - 8.4.1 Population Outlook by Gender, 2007-2025
  - 8.4.2 Population Outlook by Area, 2007-2025
  - 8.4.3 Latest Telecommunication Industry Trends and Developments

## **9. APPENDIX**

- 9.1 OGANalysis Expertise
- 9.2 Sources and Research Methodology
- 9.3 Contacts

## List Of Tables

### LIST OF TABLES

Table 1: Brazil Telecommunications- Key Findings

Table 2: Brazil Fixed Landline Users Outlook, 2005- 2025

Table 3: Brazil Fixed- broadband Users Outlook, 2005- 2025

Table 4: Brazil Mobile communication Users Outlook, 2005- 2025

Table 5: Brazil Telecommunications Market Benchmark with Peer Markets - Overall Ranking

Table 6: Infrastructure Index

Table 7: Demand Index

Table 8: Growth Index

Table 9: Brazil Demographic Factors- Population Outlook by Age Group, 2005- 2025

Table 10: Brazil Population Outlook by Location, 2005- 2025

Table 11: Brazil Population Outlook by Gender, 2005- 2025

Table 12: Brazil Gross Domestic Product Outlook, 2005- 2025

Table 13: Brazil GDP Per Capita Outlook, 2005- 2025

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