

Consumer Electronics in Brazil

Market Direction | 2022-07-26 | 82 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

As in other countries and on other continents, high inflation rates are shocking consumers and having a negative impact on volume demand for consumer electronics in Brazil. In particular, middle- and low-income consumers are living with budget constraints, which have certainly affected their purchasing power, especially for high-priced products such as laptops, televisions and smartphones. At points of sale, whether in online or offline channels, consumers are overall more price-driven when it c...

Euromonitor International's Consumer Electronics in Brazil report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Electronics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer Electronics in Brazil
Euromonitor International
July 2022

List Of Contents And Tables

CONSUMER ELECTRONICS IN BRAZIL

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2017-2022
Table 2 Sales of Consumer Electronics by Category: Value 2017-2022
Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022
Table 4 Sales of Consumer Electronics by Category: % Value Growth 2017-2022
Table 5 NBO Company Shares of Consumer Electronics: % Volume 2018-2022
Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022
Table 7 Distribution of Consumer Electronics by Channel: % Volume 2017-2022
Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027
Table 9 Forecast Sales of Consumer Electronics by Category: Value 2022-2027
Table 10 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027
Table 11 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Computers and peripherals performs solidly in volume terms, despite inflation
Lower consumer confidence in shopping decisions
Challenges in the competitive arena

PROSPECTS AND OPPORTUNITIES

Everybody is looking to attract gamers
Sustainability matters for computers and peripherals
Printers struggling to remain relevant

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2017-2022
Table 13 Sales of Computers and Peripherals by Category: Value 2017-2022
Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2017-2022
Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 16 Sales of Computers by Category: Business Volume 2017-2022
 Table 17 Sales of Computers by Category: Business Value MSP 2017-2022
 Table 18 Sales of Computers by Category: Business Volume Growth 2017-2022
 Table 19 Sales of Computers by Category: Business Value MSP Growth 2017-2022
 Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2018-2022
 Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2019-2022
 Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2017-2022
 Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2022-2027
 Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2022-2027
 Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2022-2027
 Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2022-2027
 Table 27 Forecast Sales of Computers by Category: Business Volume 2022-2027
 Table 28 Forecast Sales of Computers by Category: Business Value MSP 2022-2027
 Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2022-2027
 Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2022-2027

IN-CAR ENTERTAINMENT IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Slow performance for the automotive industry and for in-car entertainment

No change in the competitive landscape

Innovation matches improved consumer experience

PROSPECTS AND OPPORTUNITIES

Supply chain challenges require resilience

New consumption patterns could be a threat to growth

In-dash media players to evolve along with 5G technology

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2017-2022
 Table 32 Sales of In-Car Entertainment by Category: Value 2017-2022
 Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2017-2022
 Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2017-2022
 Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2018-2022
 Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2019-2022
 Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2017-2022
 Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2022-2027
 Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2022-2027
 Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2022-2027
 Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2022-2027

HOME AUDIO AND CINEMA IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Most categories decline, with home cinema and speaker systems the exception

Inflation discourages consumption, hindering growth

E-commerce operators offer discounts to maintain sales volumes

PROSPECTS AND OPPORTUNITIES

Alexa and Google Play are indirect competitors

Opportunities arising in a World Cup year

Gaming segment has unexplored growth and opportunities

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2017-2022

Table 43 Sales of Home Audio and Cinema by Category: Value 2017-2022

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2017-2022

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2017-2022

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2018-2022

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2019-2022

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2018-2022

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2022-2027

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2022-2027

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2022-2027

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2022-2027

HOME VIDEO IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflation squeezes consumers' pockets and influences home video

Global disruptions continue impacting home video

Promotion and branding strategies in a difficult marketplace

PROSPECTS AND OPPORTUNITIES

Holiday and special event promotions are a major opportunity to leverage sales

Premium televisions have high growth potential

Shifts expected in the competitive landscape

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2017-2022

Table 54 Sales of Home Video by Category: Value 2017-2022

Table 55 Sales of Home Video by Category: % Volume Growth 2017-2022

Table 56 Sales of Home Video by Category: % Value Growth 2017-2022

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2017-2022

Table 58 NBO Company Shares of Home Video: % Volume 2018-2022

Table 59 LBN Brand Shares of Home Video: % Volume 2019-2022

Table 60 Distribution of Home Video by Channel: % Volume 2017-2022

Table 61 Forecast Sales of Home Video by Category: Volume 2022-2027

Table 62 □Forecast Sales of Home Video by Category: Value 2022-2027

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2022-2027

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2022-2027

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2022-2027

IMAGING DEVICES IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Imaging devices continues its volume decline

Events and tourism are booming again

E-commerce continues to expand

PROSPECTS AND OPPORTUNITIES

Social media is the place to be

Constant improvement of smartphone cameras is a threat to growth

Brands appeal to content creators and professionals

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 66 Sales of Imaging Devices by Category: Volume 2017-2022
 Table 67 Sales of Imaging Devices by Category: Value 2017-2022
 Table 68 Sales of Imaging Devices by Category: % Volume Growth 2017-2022
 Table 69 Sales of Imaging Devices by Category: % Value Growth 2017-2022
 Table 70 NBO Company Shares of Imaging Devices: % Volume 2018-2022
 Table 71 LBN Brand Shares of Imaging Devices: % Volume 2019-2022
 Table 72 Distribution of Imaging Devices by Channel: % Volume 2017-2022
 Table 73 Forecast Sales of Imaging Devices by Category: Volume 2022-2027
 Table 74 Forecast Sales of Imaging Devices by Category: Value 2022-2027
 Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2022-2027
 Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2022-2027

PORTABLE PLAYERS IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wireless speakers drives growth in 2022
 Continued product development in wireless speakers
 Kindle dominates e-readers, as the only notable option in Brazil

PROSPECTS AND OPPORTUNITIES

Growth opportunities for Kindle
 E-commerce set to continuously expand
 Smart speakers could threaten lower-end basic models of wireless speakers

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2017-2022
 Table 78 Sales of Portable Players by Category: Value 2017-2022
 Table 79 Sales of Portable Players by Category: % Volume Growth 2017-2022
 Table 80 Sales of Portable Players by Category: % Value Growth 2017-2022
 Table 81 NBO Company Shares of Portable Players: % Volume 2018-2022
 Table 82 LBN Brand Shares of Portable Players: % Volume 2019-2022
 Table 83 Distribution of Portable Players by Channel: % Volume 2017-2022
 Table 84 Forecast Sales of Portable Players by Category: Volume 2022-2027
 Table 85 Forecast Sales of Portable Players by Category: Value 2022-2027
 Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2022-2027
 Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2022-2027

MOBILE PHONES IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mobile phones performs well in value terms in an inflationary scenario
 Soft drivers affect demand for smartphones
 Room for changes in the competitive environment as players leave the market

PROSPECTS AND OPPORTUNITIES

Smartphone leasing is an option
 Premium positioning and quality
 5G is the highlight in terms of innovation

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2017-2022
 Table 89 Sales of Mobile Phones by Category: Value 2017-2022
 Table 90 Sales of Mobile Phones by Category: % Volume Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 91 Sales of Mobile Phones by Category: % Value Growth 2017-2022
Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2019-2022
Table 93 NBO Company Shares of Mobile Phones: % Volume 2018-2022
Table 94 LBN Brand Shares of Mobile Phones: % Volume 2019-2022
Table 95 Distribution of Mobile Phones by Channel: % Volume 2017-2022
Table 96 Forecast Sales of Mobile Phones by Category: Volume 2022-2027
Table 97 □Forecast Sales of Mobile Phones by Category: Value 2022-2027
Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2022-2027
Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2022-2027
Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2022-2027

WEARABLE ELECTRONICS IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong performance highlights the potential of smart wearables
Growing competition as consumers have more options from which to choose
Grey market is detrimental to growth

PROSPECTS AND OPPORTUNITIES

Technological advances to impact the category
Much room for growth in penetration rate of wearable electronics
Consumers eager for discounts and promotions

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2017-2022
Table 102 Sales of Wearable Electronics by Category: Value 2017-2022
Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2017-2022
Table 104 Sales of Wearable Electronics by Category: % Value Growth 2017-2022
Table 105 NBO Company Shares of Wearable Electronics: % Volume 2018-2022
Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2019-2022
Table 107 Distribution of Wearable Electronics by Channel: % Volume 2017-2022
Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2022-2027
Table 109 Forecast Sales of Wearable Electronics by Category: Value 2022-2027
Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2022-2027
Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2022-2027

HEADPHONES IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Headphones sees strong growth, despite some categories showing decline
New players and products available to consumers
Grey market continues to be a concern for players

PROSPECTS AND OPPORTUNITIES

Social media as a platform to showcase products
Gaming set to boost demand and opportunities
E-commerce as an increasingly relevant shopping platform

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2017-2022
Table 113 Sales of Headphones by Category: Value 2017-2022
Table 114 Sales of Headphones by Category: % Volume Growth 2017-2022
Table 115 Sales of Headphones by Category: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 116 NBO Company Shares of Headphones: % Volume 2018-2022
Table 117 LBN Brand Shares of Headphones: % Volume 2019-2022
Table 118 Distribution of Headphones by Channel: % Volume 2017-2022
Table 119 Forecast Sales of Headphones by Category: Volume 2022-2027
Table 120 Forecast Sales of Headphones by Category: Value 2022-2027
Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2022-2027
Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2022-2027

Consumer Electronics in Brazil

Market Direction | 2022-07-26 | 82 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-22
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com