

Mobile Phones in Brazil

Market Direction | 2022-07-26 | 19 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2022, mobile phones is set to post double-digit retail current value growth. The supply chain highly depends on imported inputs, the costs of which increased due to the global semiconductor crisis during the pandemic. This scenario is still in evidence, so manufacturers have had to increase prices in order to maintain profit margins. Consequently, the value performances of category players have been positively impacted by inflated prices. At points of sale and on websites, consumers have felt...

Euromonitor International's Mobile Phones 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: Feature Phones, Smartphones.

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

Why buy this report?

- * Get a detailed picture of the Mobile Phones 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 reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Mobile Phones in Brazil
Euromonitor International
July 2022

List Of Contents And Tables

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 1 Sales of Mobile Phones by Category: Volume 2017-2022

Table 2 Sales of Mobile Phones by Category: Value 2017-2022

Table 3 Sales of Mobile Phones by Category: % Volume Growth 2017-2022

Table 4 Sales of Mobile Phones by Category: % Value Growth 2017-2022

Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2019-2022

Table 6 NBO Company Shares of Mobile Phones: % Volume 2018-2022

Table 7 LBN Brand Shares of Mobile Phones: % Volume 2019-2022

Table 8 Distribution of Mobile Phones by Channel: % Volume 2017-2022

Table 9 Forecast Sales of Mobile Phones by Category: Volume 2022-2027

Table 10 \square Forecast Sales of Mobile Phones by Category: Value 2022-2027

Table 11 \square Forecast Sales of Mobile Phones by Category: % Volume Growth 2022-2027

Table 12 \square Forecast Sales of Mobile Phones by Category: % Value Growth 2022-2027

Table 13 \square Forecast Sales of Smartphones by Screen Size: % Retail Volume 2022-2027

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 14 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 15 Sales of Consumer Electronics by Category: Value 2017-2022

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 23 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 24 Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Mobile Phones in Brazil

Market Direction | 2022-07-26 | 19 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-07
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com