

Mobile Phones in Brazil

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

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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.

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Euromonitor International
July 2022

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