

## **Appliances and Electronics Specialists in Brazil**

Market Direction | 2023-03-27 | 39 pages | Euromonitor

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### **Report description:**

Unlike during the first year of the pandemic in Brazil when home seclusion and the closure of non-essential stores resulted in strong sales declines for appliances and electronics specialists, followed by a weak performance in 2021, the easing of restrictions in the country and greater confidence due to the national vaccination drive encouraged local consumers to return more frequently to in-person shopping in 2022. At the height of the pandemic, sales of appliances notably surged online as cons...

Euromonitor International's Appliances and Electronics Specialists in Brazil report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

### **Why buy this report?**

- \* Get a detailed picture of the Appliances and Electronics Specialists 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.

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