

Home Audio and Cinema in Brazil

Market Direction | 2023-07-25 | 18 pages | Euromonitor

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Report description:

Consumers in general are no longer interested in most of the categories within home audio and cinema, with practically all of them seeing double-digit declines in both retail volume and current value terms in 2022, and this is set to continue in 2023. These products are being replaced mostly with wireless speakers, a category which has been gaining strong popularity amongst the Brazilian population. Audio separates, digital media player docks, hi-fi systems, and speakers are no longer popular in...

Euromonitor International's Home Audio and Cinema 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: Audio Separates, Digital Media Player Docks, Hi-Fi Systems, Home Cinema and Speaker Systems, Other Home Audio and Cinema, Speakers.

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

Why buy this report?

- * Get a detailed picture of the Home Audio and Cinema 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

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Retailers offer big discounts to push sales

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