

Home Video in Brazil

Market Direction | 2023-07-25 | 20 pages | Euromonitor

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Report description:

Home video in Brazil has been badly affected by global price increases, especially considering high inflation in Brazil, which contributed to the decline of the category in 2022 (and also expected in 2023) even as it experienced a temporary sales boost during the World Cup. Rising manufacturing costs, supply chain disruptions, and inflationary pressures have led to higher prices for home video products. While the World Cup generated increased demand for televisions and other home video equipment...

Euromonitor International's Home Video 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: Televisions, Video Players.

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 Video 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 2023

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Premium televisions perform well despite overall decline

Video players are no longer in the public eye

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