

Imaging Devices in Brazil

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

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Report description:

The rapid advance of technology has led to a significant decline in the popularity of and demand for imaging devices, as they are gradually being replaced by smartphones. With their ever-improving camera capabilities, smartphones have become the first choice amongst consumers for capturing high-quality images and videos. The convenience, portability, and versatility of smartphones have revolutionised the way in which we document and share moments, rendering traditional imaging devices less essen...

Euromonitor International's Imaging Devices 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: Digital Camcorders, Digital Cameras.

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

Why buy this report?

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

Table of Contents:

Imaging Devices in Brazil
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List Of Contents And Tables

IMAGING DEVICES IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Imaging devices continues to decline as these products are being replaced by smartphones

Return of in-person activities maintains a certain level of sales for imaging devices

E-commerce and promotions reach consumers with lower purchasing power

PROSPECTS AND OPPORTUNITIES

Smartphones should continue to gain ground in the forecast period

Digital camcorders no longer appeal to consumers, with a few exceptions

Outdoor sports should bring some focus back to digital cameras

CATEGORY DATA

Table 1 Sales of Imaging Devices by Category: Volume 2018-2023

Table 2 Sales of Imaging Devices by Category: Value 2018-2023

Table 3 Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 4 Sales of Imaging Devices by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Imaging Devices: % Volume 2019-2023

Table 6 LBN Brand Shares of Imaging Devices: % Volume 2020-2023

Table 7 Distribution of Imaging Devices by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Imaging Devices by Category: Volume 2023-2028

Table 9 Forecast Sales of Imaging Devices by Category: Value 2023-2028

Table 10 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

CONSUMER ELECTRONICS IN BRAZIL

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

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Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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