

## **Mobile Phones in Brazil**

Market Direction | 2023-07-25 | 19 pages | Euromonitor

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### **Report description:**

The global economic crisis and its ripple effects in Brazil led to decreases in both retail volume and current value terms for mobile phones in 2022, and this is set to continue in 2023. As consumers have tightened their belts and prioritised their spending, the demand for smartphones and other mobile devices has declined. Many individuals and families are facing financial constraints, forcing them to cut back on non-essential purchases. Consequently, sales of mobile phones have taken a hit, res...

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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Consumers are searching for more affordable options and keeping phones longer

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