

Brazil Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-10-27 | 37 pages | MarketLine

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Report description:

Brazil Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

Summary

Consumer Electronics Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.
- The Brazilian consumer electronics market had total revenues of \$39.9 billion in 2022, representing a compound annual growth rate (CAGR) of 13% between 2017 and 2022.
- The communications equipment segment accounted for the market's largest proportion in 2022, with total revenues of \$15.3 billion, equivalent to 38.3% of the market's overall value.
- The growth in the Brazilian consumer electronics market is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. The consumer confidence index reached 78.6 in April 2022, the highest level since August 2021, according to the Fundacao Getulio Vargas' Brazilian Institute of Economics (FGV IBRE).

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the consumer electronics retail

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market in Brazil

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Brazil
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil consumer electronics retail market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Brazil consumer electronics retail market by value in 2022?
- What will be the size of the Brazil consumer electronics retail market in 2027?
- What factors are affecting the strength of competition in the Brazil consumer electronics retail market?
- How has the market performed over the last five years?
- How large is Brazil's consumer electronics retail market in relation to its regional counterparts?

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