

Computers and Peripherals in Brazil

Market Direction | 2024-10-10 | 24 pages | Euromonitor

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Report description:

Computers and peripherals in Brazil experienced a turbulent year in 2023, reflecting both global market dynamics and local economic challenges. After a sharp surge in retail volume sales driven by the pandemic and the resulting shift to remote work and learning, sales began to contract as the economic impact of inflation, supply chain disruptions, and high hardware costs took hold. Volume sales of desktops, laptops, and tablets declined significantly, as consumers deprioritised purchases of such...

Euromonitor International's Computers and Peripherals 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: Computers, Peripherals.

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

Why buy this report?

- * Get a detailed picture of the Computers and Peripherals 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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