

Consumer Electronics in Brazil

Market Direction | 2024-10-10 | 87 pages | Euromonitor

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Report description:

Consumer electronics in Brazil navigated a challenging landscape in 2023, with overall retail current value growth minimal, while retail volume sales fell. However, signs of recovery emerged as 2024 progressed, with expectations of significant growth for the year overall, driven by a more favourable economic climate and an increased focus on innovation across several key categories. Inflation has been a key factor, driving up prices, although most price increases have remained close to inflation...

Euromonitor International's Consumer Electronics 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 and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

- * Get a detailed picture of the Consumer Electronics 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:

Consumer Electronics in Brazil
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List Of Contents And Tables

CONSUMER ELECTRONICS IN BRAZIL

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2019-2024
Table 2 Sales of Consumer Electronics by Category: Value 2019-2024
Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
Table 4 Sales of Consumer Electronics by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Consumer Electronics: % Volume 2020-2024
Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
Table 7 Distribution of Consumer Electronics by Channel: % Volume 2019-2024
Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
Table 9 Forecast Sales of Consumer Electronics by Category: Value 2024-2029
Table 10 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
Table 11 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shifting consumer priorities in computers in Brazil
Positive landscape for innovation, despite economic struggles
Rising stars and resilient giants in computers and peripherals

PROSPECTS AND OPPORTUNITIES

Reshaping the future of computers and peripherals
Green tech and AI innovation
Technological evolution on the horizon

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2019-2024
Table 13 Sales of Computers and Peripherals by Category: Value 2019-2024
Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024
Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

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Table 16 Sales of Computers by Category: Business Volume 2019-2024
 Table 17 Sales of Computers by Category: Business Value MSP 2019-2024
 Table 18 Sales of Computers by Category: Business Volume Growth 2019-2024
 Table 19 Sales of Computers by Category: Business Value MSP Growth 2019-2024
 Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2020-2024
 Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024
 Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2019-2024
 Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029
 Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2024-2029
 Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029
 Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029
 Table 27 Forecast Sales of Computers by Category: Business Volume 2024-2029
 Table 28 Forecast Sales of Computers by Category: Business Value MSP 2024-2029
 Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2024-2029
 Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

IN-CAR ENTERTAINMENT IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

In-car entertainment struggles with technological redundancy and consumer shifts

Minimal innovation as sales contract

Pioneer maintains its lead, as the competitive environment remains fairly static

PROSPECTS AND OPPORTUNITIES

Consumers are seeking budget-friendly alternatives in a shrinking category

Innovation lags, but sustainability could offer a lifeline

In-car entertainment faces decline, but niche opportunities remain

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2019-2024
 Table 32 Sales of In-Car Entertainment by Category: Value 2019-2024
 Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024
 Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2019-2024
 Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2020-2024
 Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024
 Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2019-2024
 Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029
 Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2024-2029
 Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029
 Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

HOME AUDIO AND CINEMA IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline for most categories, but home cinema and speaker systems remains a brighter spot

Economic constraints further challenge consumer spending on home audio and cinema

Retailers rely on steep discounts and promotions to attract buyers

PROSPECTS AND OPPORTUNITIES

Smart home audio expands as wireless technology gains popularity

Eco-friendly practices and sustainability may be growth drivers

Home cinema's immersive experience remains a key selling point

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CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2019-2024

Table 43 Sales of Home Audio and Cinema by Category: Value 2019-2024

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

HOME VIDEO IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home video struggles with price sensitivity despite black Friday boost

Sales of premium televisions resilient even as sales of LCD TVs decline

Video players faces near extinction as streaming services reign

PROSPECTS AND OPPORTUNITIES

Growth prospects for OLED TVs outshine LCD TVs

Samsung and LG face growing competition

Innovation in immersive experiences is key to future growth

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2019-2024

Table 54 Sales of Home Video by Category: Value 2019-2024

Table 55 Sales of Home Video by Category: % Volume Growth 2019-2024

Table 56 Sales of Home Video by Category: % Value Growth 2019-2024

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024

Table 58 NBO Company Shares of Home Video: % Volume 2020-2024

Table 59 LBN Brand Shares of Home Video: % Volume 2021-2024

Table 60 Distribution of Home Video by Channel: % Volume 2019-2024

Table 61 Forecast Sales of Home Video by Category: Volume 2024-2029

Table 62 □Forecast Sales of Home Video by Category: Value 2024-2029

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2024-2029

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

IMAGING DEVICES IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Imaging devices resurges along with the rise of nostalgia in the Brazilian market

Carnival and the return of digital cameras

E-commerce drives the reach of Fujifilm and GoPro amidst growing popularity

PROSPECTS AND OPPORTUNITIES

Smartphones will continue to challenge imaging devices

Digital camcorders set to continue to fade for general use

Outdoor activities will help maintain the focus on imaging devices

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Table 66 Sales of Imaging Devices by Category: Volume 2019-2024

Table 67 Sales of Imaging Devices by Category: Value 2019-2024

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2019-2024

Table 69 Sales of Imaging Devices by Category: % Value Growth 2019-2024

Table 70 NBO Company Shares of Imaging Devices: % Volume 2020-2024

Table 71 LBN Brand Shares of Imaging Devices: % Volume 2021-2024

Table 72 Distribution of Imaging Devices by Channel: % Volume 2019-2024

Table 73 Forecast Sales of Imaging Devices by Category: Volume 2024-2029

Table 74 Forecast Sales of Imaging Devices by Category: Value 2024-2029

Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

PORTABLE PLAYERS IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wireless speakers continues to dominate portable players and sees significant growth

Promotional events continue to propel sales of wireless speakers in Brazil

Amazon dominates e-readers with Kindle, but faces emerging competition

PROSPECTS AND OPPORTUNITIES

New models expected in wireless speakers amidst high demand for innovation

E-readers faces challenges from digital distractions

Piracy and counterfeiting likely to impact wireless speakers in Brazil

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2019-2024

Table 78 Sales of Portable Players by Category: Value 2019-2024

Table 79 Sales of Portable Players by Category: % Volume Growth 2019-2024

Table 80 Sales of Portable Players by Category: % Value Growth 2019-2024

Table 81 NBO Company Shares of Portable Players: % Volume 2020-2024

Table 82 LBN Brand Shares of Portable Players: % Volume 2021-2024

Table 83 Distribution of Portable Players by Channel: % Volume 2019-2024

Table 84 Forecast Sales of Portable Players by Category: Volume 2024-2029

Table 85 Forecast Sales of Portable Players by Category: Value 2024-2029

Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029

Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

MOBILE PHONES IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mobile phones declines in 2023 amidst economic pressures and shifting consumer preferences, but returns to growth in 2024

Consumers opt for affordable options and devices with a longer lifespan

Local dynamics in the competitive landscape

PROSPECTS AND OPPORTUNITIES

5G technology to drive growth in smartphones amidst economic headwinds

New generation of consumers demands sustainable mobile phone solutions

New players and market movements show opportunities on the horizon

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2019-2024

Table 89 Sales of Mobile Phones by Category: Value 2019-2024

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2019-2024

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Table 91 Sales of Mobile Phones by Category: % Value Growth 2019-2024
Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
Table 93 NBO Company Shares of Mobile Phones: % Volume 2020-2024
Table 94 LBN Brand Shares of Mobile Phones: % Volume 2021-2024
Table 95 Distribution of Mobile Phones by Channel: % Volume 2019-2024
Table 96 Forecast Sales of Mobile Phones by Category: Volume 2024-2029
Table 97 □Forecast Sales of Mobile Phones by Category: Value 2024-2029
Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

WEARABLE ELECTRONICS IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wearable electronics remains resilient amidst economic challenges in Brazil
The rise of running and other sports drives sales of sports-focused products
Apple Watch and Samsung still lead smart wearables, but challengers emerge

PROSPECTS AND OPPORTUNITIES

Innovation set to drive growth in the forecast period
Expanding the audience for wearable electronics through affordable options
The challenges and opportunities in sustainability and the grey market

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2019-2024
Table 102 Sales of Wearable Electronics by Category: Value 2019-2024
Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2019-2024
Table 104 Sales of Wearable Electronics by Category: % Value Growth 2019-2024
Table 105 NBO Company Shares of Wearable Electronics: % Volume 2020-2024
Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2021-2024
Table 107 Distribution of Wearable Electronics by Channel: % Volume 2019-2024
Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2024-2029
Table 109 Forecast Sales of Wearable Electronics by Category: Value 2024-2029
Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029
Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

HEADPHONES IN BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Headphones continues to shine despite challenges
TWS earbuds continues to dominate headphones in the Brazilian market
Piracy, and share shake-ups in the competitive landscape

PROSPECTS AND OPPORTUNITIES

Enhanced connectivity and durability in the forecast period
Noise-cancelling technology and its growing importance
Wireless headbands is finding great opportunities in gaming and e-sports

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2019-2024
Table 113 Sales of Headphones by Category: Value 2019-2024
Table 114 Sales of Headphones by Category: % Volume Growth 2019-2024
Table 115 Sales of Headphones by Category: % Value Growth 2019-2024

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Table 116 NBO Company Shares of Headphones: % Volume 2020-2024

Table 117 LBN Brand Shares of Headphones: % Volume 2021-2024

Table 118 Distribution of Headphones by Channel: % Volume 2019-2024

Table 119 Forecast Sales of Headphones by Category: Volume 2024-2029

Table 120 Forecast Sales of Headphones by Category: Value 2024-2029

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2024-2029

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