

Home Video in Brazil

Market Direction | 2024-10-10 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

In 2023, home video in Brazil faced continued challenges as global price increases and inflation kept the category under pressure, and this trend has continued into 2024. Even though the FIFA World Cup in 2022 gave the category a temporary boost, this momentum did not carry through to 2023 and 2024, with a notable retail volume decline in 2023, which is expected to continue in 2024, although at a slower rate. Sales in 2023 were largely driven by price cuts, especially during aggressive Black Fri...

Euromonitor International's Home Video 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: Televisions, Video Players.

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

Why buy this report?

- * Get a detailed picture of the Home Video 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Home Video in Brazil
Euromonitor International
October 2024

List Of Contents And Tables

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 1 Sales of Home Video by Category: Volume 2019-2024
- Table 2 Sales of Home Video by Category: Value 2019-2024
- Table 3 Sales of Home Video by Category: % Volume Growth 2019-2024
- Table 4 Sales of Home Video by Category: % Value Growth 2019-2024
- Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024
- Table 6 NBO Company Shares of Home Video: % Volume 2020-2024
- Table 7 LBN Brand Shares of Home Video: % Volume 2021-2024
- Table 8 Distribution of Home Video by Channel: % Volume 2019-2024
- Table 9 Forecast Sales of Home Video by Category: Volume 2024-2029
- Table 10 □Forecast Sales of Home Video by Category: Value 2024-2029
- Table 11 □Forecast Sales of Home Video by Category: % Volume Growth 2024-2029
- Table 12 □Forecast Sales of Home Video by Category: % Value Growth 2024-2029
- Table 13 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

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 14 Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 15 Sales of Consumer Electronics by Category: Value 2019-2024
- Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 17 Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 18 NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 20 Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Home Video in Brazil

Market Direction | 2024-10-10 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com