

Consumer Electronics Retail in Brazil

Industry Report | 2025-09-18 | 45 pages | MarketLine

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Report description:

Consumer Electronics Retail in Brazil

Summary

Consumer Electronics Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Consumer electronics retail market includes the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The Brazilian consumer electronics retail market recorded revenues of \$39.6 billion in 2024, representing a compound annual growth rate (CAGR) of 3.5% between 2019 and 2024.
- The communications equipment segment accounted for the market's largest proportion in 2024, with total revenues of \$13.8 billion, equivalent to 34.9% of the market's overall value.
- In 2024, the Brazilian consumer electronics retail market experienced an annual contraction of 3.0% due to the increased consumer price index. According to the Central Bank of Brazil, in 2024, the consumer price index in Brazil reached 161.3, up 4.4% annually.

Scope

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

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- 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

Reasons to Buy

- What was the size of the Brazil consumer electronics retail market by value in 2024?
- What will be the size of the Brazil consumer electronics retail market in 2029?
- 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?
- Who are the top competitors in Brazil's consumer electronics retail market?

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