

Consumer Electronics Market in Brazil (2007-2011)

"Consumer Electronics Market in Brazil (2007-2011)" provides an extensive research and rational analysis on the consumer electronics market of one of the fastest growing consumer markets of the world - Brazil.

Nov. 13, 2007 - [PRLog](#) -- This report "Consumer Electronics Market in Brazil (2007-2011)" helps clients to analyze the opportunities and factors critical to the success of consumer electronics industry in the country.

The report has divided the market segments into white line, sound and images, mobile phones, and computers for better evaluation of the market. The overview on opportunities and future forecast helps the clients analyze the future course of direction and major growth areas of the industry.

Market Analysis

Brazil is ranked as the third most attractive consumer electronics market from investment point of view among the E7 countries (including China, India, Brazil, Russia, Indonesia, Mexico and Turkey). The Brazilian consumer electronics market increased with CAGR of 8.69% for the period spanning 2002-2006.

In the white line category, washing machines and freezers will grow substantially during the forecasted period (2007-2011) as the penetration of these products is low in the country.

In the sound and images category, there is still a lot of potential for the growth of the TV and DVD sales as the number of households is increasing and people are looking for new and innovative products. Same is true for mobile phones - in Brazil; the penetration rate of mobile phones was low at just 53 mobile phones per 100 inhabitants in 2006, leaving great scope for companies to play in the market.

The continuous development and digital technologies are revolutionizing the consumer electronics industry. Moreover, the continuously falling prices of consumer electronics with increasing disposable income are giving reasons to more consumers to spend on electronics products and this is indicating that the consumer electronics industry has bright future ahead in Brazil.

Key Findings

§ Washing machines, freezers, and personal computers are among the consumer electronics with low penetration rates, indicating ample room for growth in sales in the medium-term.

§ In terms of sales volume, refrigerators will have the highest sales followed by washing machines in the white line goods during the forecasted period (2007-2011).

§ In the images and sound segment, the DVD sales will increase with the CAGR value of 8% and have the largest market in terms of volume by 2011.

§ Retailer credit will play a critical role in driving the consumer electronics sales coming from the lower socio-economic segments. Although price will also continue to be a key driver, financing options such as installment plans will drive the penetration into these segments.

§ It is expected that per head disposable income in Brazil will increase at a CAGR of 1.38% during 2007-2011 and will push the consumer electronics market in the country.

Key Issues & Facts Analyzed

- § How is the Brazil consumer electronics industry performing?
- § What is the market scenario of the consumer electronics industry by products?
- § What are the factors critical to the success of Brazil consumer electronics industry?
- § What are the opportunity areas that exist in the industry?
- § What is the future outlook of the industry?
- § Who are the major players in the Brazil consumer electronics industry?

Research Methodology Used

Information Sources

Information has been sourced from books, newspapers, trade journals, and white papers, industry portals, government agencies, trade associations, monitoring industry news and developments, and through access to more than 3000 paid databases.

Analysis Method

The analysis method includes ratio analysis, historical trend analysis, linear regression analysis using software tools, judgmental forecasting, and cause and effect analysis.

List of Tables

1. Analyst View
2. Consumer Electronics Industry -The Quest for the Emerging Markets
3. Brazilian Consumer Electronics Industry
 - 3.1 White-line
 - 3.1.1 Refrigerators
 - 3.1.2 Freezers
 - 3.1.3 Washing Machines
 - 3.1.4 Stoves
 - 3.2 Sound & Images
 - 3.2.1 Television Sets
 - 3.2.2 Radios
 - 3.2.3 DVD Players
 - 3.3 Mobile Phones
 - 3.4 Computers
 - 3.4.1 Microcomputers
 - 3.4.2 PCs
4. Industry Dynamics
 - 4.1 Growth Promoters
 - 4.1.1 Technology & Innovation
 - 4.1.2 Credit Demand
 - 4.1.3 Growing Middle Class
 - 4.1.4 Urbanization
 - 4.1.5 Disposable Income
 - 4.1.6 Consumer Base
 - 4.1.7 Busier Lifestyle
 - 4.1.8 Government Efforts
 - 4.1.9 Online Shopping
 - 4.1.10 Low Price
 - 4.2 Market Issues & Obstacles
 - 4.2.1 Rising Competition

4.2.2 Higher Manufacturing Cost

4.2.3 Substitutes

4.2.4 Consumer Behavior

5. New Vistas

5.1 Credit Card Industry

5.2 Online Retailing

5.3 Mainstream Products

5.4 Electronic Components

5.5 Rural Market

6. RNCOS's Future Forecast for Consumer Electronics Industry (2007-2011)

6.1 White-line

6.1.1 Refrigerators

6.1.2 Freezers

6.1.3 Washing Machines

6.1.4 Stoves

6.2 Sound & Images

6.2.1 Television Sets

6.2.2 Radio

6.2.3 DVD Players

6.3 Mobile Phones

6.4 Computers

6.4.1 Microcomputers

6.4.2 PCs

7. Leading Players

7.1 Royal Philips Electronics N.V.

7.2 Toshiba Corporation

7.3 Samsung Electronics Co., Ltd.

7.4 Sony Corporation

7.5 Matsushita Electric Industrial Co., Ltd.

7.6 LG Electronics Inc.

8. Appendices

8.1 Government Policies to Promote the Electronic Components Industry & Consumer Electronics Industry

8.1.1 Basic Productive Process & Fiscal Incentives

8.1.2 The Manaus Free Trade Zone

8.1.3 The Manaus Industrial Pole

8.2 Intellectual Property Rights

List of Tables

Table 3-1: Brazil - Number of Households Possessing Refrigerators (in Million), 2001-2005

Table 3-2: Brazil - Number of Households Possessing Washing Machines (in Million), 2001-2005

Table 3-3: Brazil - Number of Households Possessing Stoves (in Million), 2001-2005

Table 3-4: Brazil - Number of Households Possessing Radios (in Million), 2001-2005

Table 3-5: Brazil - Number of Households Possessing Microcomputers (in Million), 2001-2005

Table 4-1: Brazil - Population Breakup by Age Group (%), 2001-2006E

Table 4-2: Brazil - Forecast for Population Breakup by Age Group (%), 2007-2011

Table 7-1: Royal Philips Electronics N.V. - Key Financials (in Million US\$), 2004-2006

Table 7-2: Toshiba Corporation - Key Financials (in Million Yen), 2003-2007

Table 7-3: Samsung Electronics Co., Ltd. - Key Financials (in Trillion KRW), 2006

Table 7-4: Sony Corporation - Key Financials (in Million US\$), 2004-2007

Table 7-5: Matsushita Electric Industrial Co., Ltd. - Key Financials (in Million US\$), 2004-2007

Table 7-6: LG Electronics Inc. - Key Financials (in Million US\$), 2003-2006

List of Figures

Figure 3-1: Brazil - Consumer Electronics Market (in Billion US\$), 2002-2006

Figure 3-2: Brazil - Sales Volume of Refrigerators (in Million), 2002-2006E

Figure 3-3: Brazil - Export & Import Value of Refrigerators (in Million US\$), 2002-2006

Figure 3-4: Brazil - Number of Households Possessing Freezers (in Million), 2001-2006E

Figure 3-5: Brazil - Sales Volume of Washing Machines (in Million), 2002-2006E

Figure 3-6: Brazil - Export & Import Value of Automatic Washers (in Million US\$), 2002-2006

Figure 3-7: Brazil - Sales Volume of Stoves (in Million), 2002-2006E

Figure 3-8: Brazil - Export & Import Value of Stoves (in Million US\$), 2002-2006

Figure 3-9: Brazil - Sales Volume of Television Sets (in Million), 2002-2006E

Figure 3-10: Brazil - Export & Import Value of Colour Television Sets (in Million US\$), 2002-2006

Figure 3-11: Brazil - Sales Volume of Radios (in Million), 2002-2006E

Figure 3-12: Brazil - Export & Import Value of Radios & Auto Radios (in Million US\$), 2002-2006

Figure 3-13: Brazil - Sales Volume of DVD Players (in Million), 2005 & 2006E

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