



Euromonitor
International

Mobile Phones in Brazil

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth stems from 5G, replacement cycles and Chinese brands
Chinese challenger brands reshape the smartphone competitive landscape
From store counters to online carts: smartphones go fully omnichannel

PROSPECTS AND OPPORTUNITIES

Expansion in a crowded battlefield guarantees growth
From buzzwords to buying reasons: AI, foldables and 5G take centre stage
Local manufacturing and affordable premium brands will shape the product development cycle

CATEGORY DATA

- Table 1 - Sales of Mobile Phones by Category: Volume 2020-2025
- Table 2 - Sales of Mobile Phones by Category: Value 2020-2025
- Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Mobile Phones by Category: % Value Growth 2020-2025
- Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025
- Table 6 - NBO Company Shares of Mobile Phones: % Volume 2021-2025
- Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025
- Table 8 - Distribution of Mobile Phones by Channel: % Volume 2020-2025
- Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030
- Table 10 - Forecast Sales of Mobile Phones by Category: Value 2025-2030
- Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030
- Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

Consumer Electronics in Brazil - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture
2025 key trends
Competitive landscape
Channel developments
What next for consumer electronics?

MARKET DATA

- Table 14 - Sales of Consumer Electronics by Category: Volume 2020-2025
- Table 15 - Sales of Consumer Electronics by Category: Value 2020-2025
- Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
- Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
- Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
- Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
- Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
- Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
- Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030
- Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
- Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mobile-phones-in-brazil/report.