



**Euromonitor
International**

Home Video in Brazil

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation sustains value as replacement cycles lengthen and legacy formats fade
Global leaders compete as Chinese brands gain traction with affordable premium lines
Specialists remain central as promotion-led dynamics drive sales growth in retail e-commerce and hypermarkets

PROSPECTS AND OPPORTUNITIES

Premium upgrades and event-driven demand to drive value sales as maturity constrains volumes
Technological progress remains evolutionary with AI enhancing experiences
Cost optimisation and 'affordable premium' strategies drive innovation amid intense competition

CATEGORY DATA

- Table 1 - Sales of Home Video by Category: Volume 2020-2025
- Table 2 - Sales of Home Video by Category: Value 2020-2025
- Table 3 - Sales of Home Video by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Home Video by Category: % Value Growth 2020-2025
- Table 5 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2020-2025
- Table 6 - NBO Company Shares of Home Video: % Volume 2021-2025
- Table 7 - LBN Brand Shares of Home Video: % Volume 2022-2025
- Table 8 - Distribution of Home Video by Channel: % Volume 2020-2025
- Table 9 - Forecast Sales of Home Video by Category: Volume 2025-2030
- Table 10 - Forecast Sales of Home Video by Category: Value 2025-2030
- Table 11 - Forecast Sales of Home Video by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Sales of Home Video by Category: % Value Growth 2025-2030
- Table 13 - Forecast Sales of LCD TVs by Network Connectivity: % 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

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SOURCES

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