



# Imaging Devices in Brazil

July 2023

Table of Contents

## Imaging Devices in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Imaging devices continues to decline as these products are being replaced by smartphones

Return of in-person activities maintains a certain level of sales for imaging devices

E-commerce and promotions reach consumers with lower purchasing power

#### PROSPECTS AND OPPORTUNITIES

Smartphones should continue to gain ground in the forecast period

Digital camcorders no longer appeal to consumers, with a few exceptions

Outdoor sports should bring some focus back to digital cameras

#### CATEGORY DATA

Table 1 - Sales of Imaging Devices by Category: Volume 2018-2023

Table 2 - Sales of Imaging Devices by Category: Value 2018-2023

Table 3 - Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 4 - Sales of Imaging Devices by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Imaging Devices: % Volume 2019-2023

Table 6 - LBN Brand Shares of Imaging Devices: % Volume 2020-2023

Table 7 - Distribution of Imaging Devices by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Imaging Devices by Category: Volume 2023-2028

Table 9 - Forecast Sales of Imaging Devices by Category: Value 2023-2028

Table 10 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

## Consumer Electronics in Brazil - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

#### MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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