



Home Audio and Cinema in Brazil

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Selective upgrades support soundbars as legacy formats continue to fade
Global brands defend leadership while value-oriented players gain traction
Specialist retailers remain central as retail e-commerce gains share through promotions and convenience

PROSPECTS AND OPPORTUNITIES

Category maturity faces challenges with demand concentrated in premium niches
Incremental integration with TVs and smart home ecosystems supporting relevance
Innovation and sustainability will enhance perceived value in a mature category

CATEGORY DATA

- Table 1 - Sales of Home Audio and Cinema by Category: Volume 2020-2025
- Table 2 - Sales of Home Audio and Cinema by Category: Value 2020-2025
- Table 3 - Sales of Home Audio and Cinema by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Home Audio and Cinema by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Home Audio and Cinema: % Volume 2021-2025
- Table 6 - LBN Brand Shares of Home Audio and Cinema: % Volume 2022-2025
- Table 7 - Distribution of Home Audio and Cinema by Channel: % Volume 2021-2025
- Table 8 - Forecast Sales of Home Audio and Cinema by Category: Volume 2025-2030
- Table 9 - Forecast Sales of Home Audio and Cinema by Category: Value 2025-2030
- Table 10 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 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 12 - Sales of Consumer Electronics by Category: Volume 2020-2025
- Table 13 - Sales of Consumer Electronics by Category: Value 2020-2025
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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