



Euromonitor
International

Home Video in Brazil

January 2026

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

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/home-video-in-brazil/report.