

E-Commerce - Brazil - May 2014

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“The Brazilian e-commerce sector is quickly moving from obscurity to sales of more than R\$ 100 billion a year, and it is nowhere near saturation. Brazilians are beginning to shop online for all sorts of products, not just flight tickets and consumer electronics. Some are even buying clothing, footwear, and groceries. The possibilities are manifold, but suppliers must segment their strategy accordingly.”

– Victor Fraga, Senior Analyst

This report looks at the following areas:

This report examines the e-commerce market in Brazil.

This market covers media, fashion, computer-related products, electrical and electronic equipment, home and garden products, travel, groceries, and other products bought online via computers or mobile phones by consumers. It excludes products bought by mail order/telephone orders. Market value comprises online sales including sales tax through all types of retailers.

The segments below are included in the market size:

- Computer-related products: hardware (eg PCs, printers, and screens) and software (games, packages, and anti-virus).
- Fashion: clothing, footwear, accessories, jewelry, and textiles.
- Grocery: food and drink.
- Media: books, magazines, newspapers, music (including downloads), DVDs, and videos.
- Other e-commerce: health and beauty, cultural products, hobby and leisure, car products, gifts, children's products, photos, betting and professional services.
- Other electricals/electronics: mobile phones, household brown and white goods.
- Other home and garden: DIY and gardening, housewares, cleaning materials, and other non-electricals.
- Travel: holidays, travel (flights, boat, rail, etc), and travel accommodation (hotels, holiday lets).

The consumer questions have been broken down into 12 segments in order to achieve a broader picture of behavioral patterns.

Furthermore, products and services have been grouped into the following categories:

- FMCG: food, drink, toiletries, and cosmetics.
- Durable items: clothing, footwear, jewelry, watches, sports, leisure goods, toys, games, furniture, home furnishings, DIY and gardening, hard copy books, CDs, DVDs, and video games.
- Electrical appliances: household electrical appliances (eg iron, blender, washing machine) and consumer electronics (eg TV, PC, mobile phone).
- Digital items: music, video/film downloads, e-books, event tickets (eg cinemas, concerts), travel tickets, and hotel stays (eg flights, coach).

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