

INDUSTRIES & MARKETS

Smartphones in Brazil

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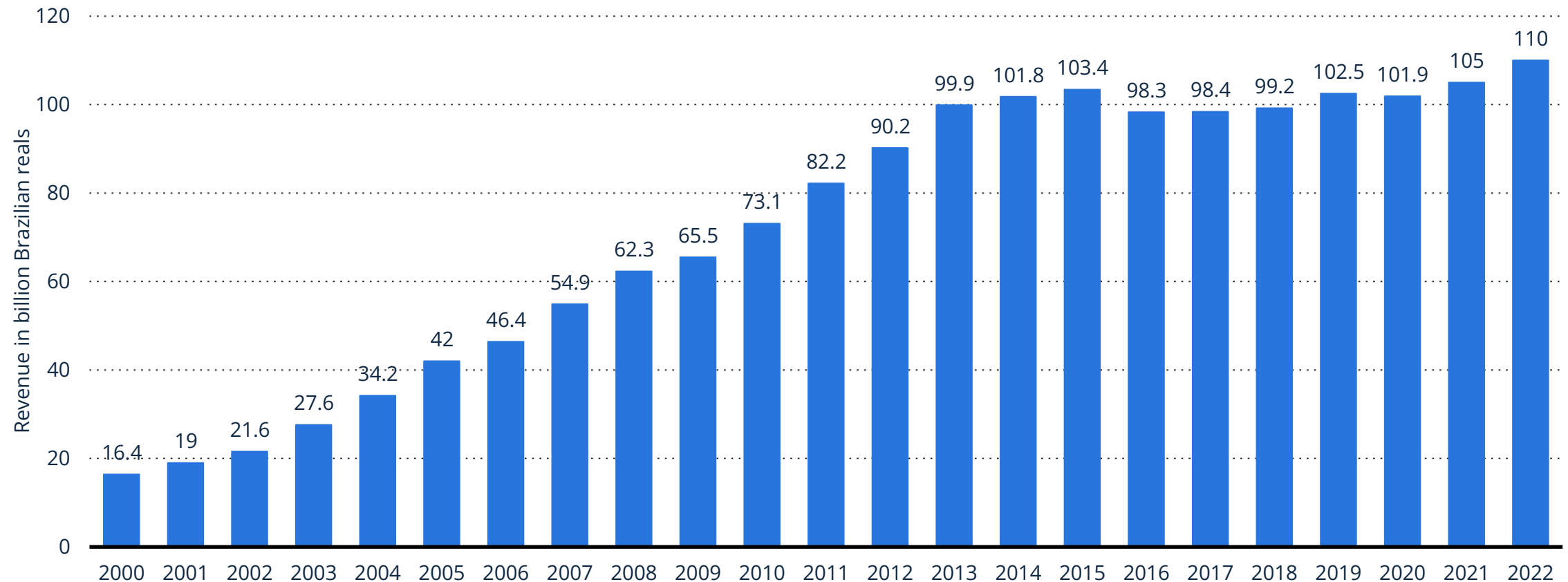
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CHAPTER 01

Overview

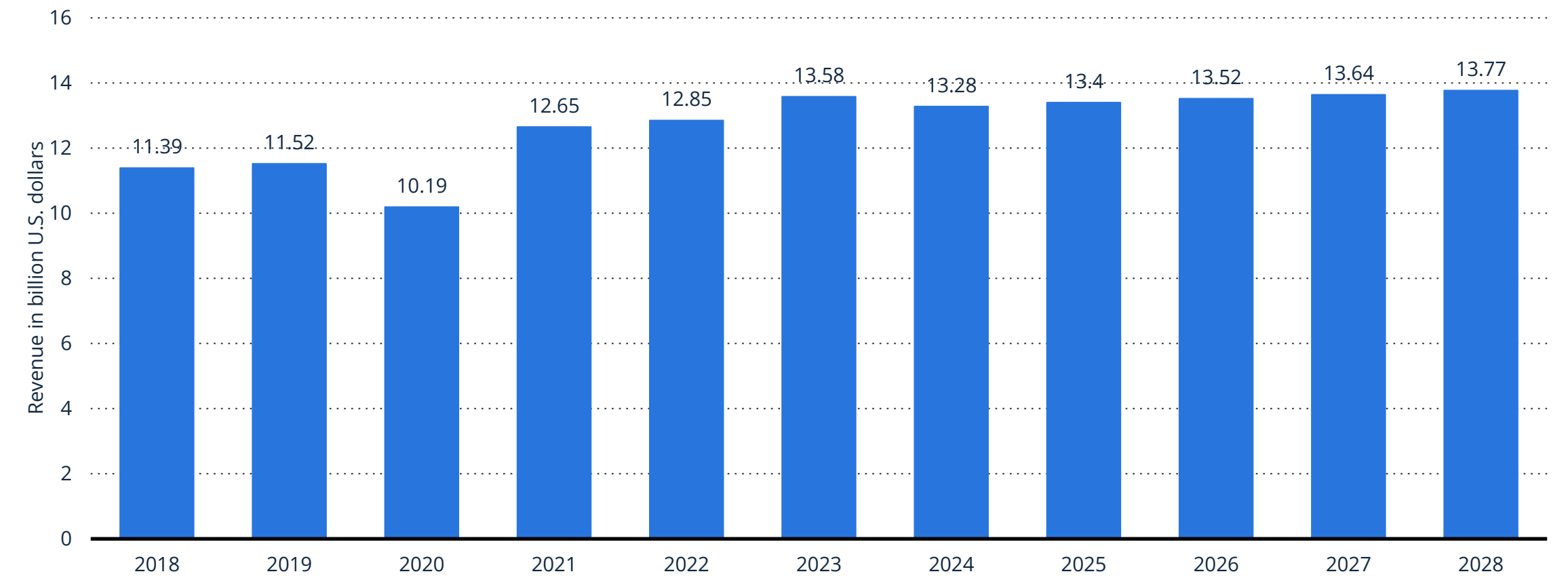
Gross revenue generated by mobile telephony services in Brazil from 2000 to 2022 (in billion Brazilian reais)

Gross revenue from mobile telephony services in Brazil 2000-2022



Revenue of the smartphones market in Brazil from 2018 to 2028 (in billion U.S. dollars)

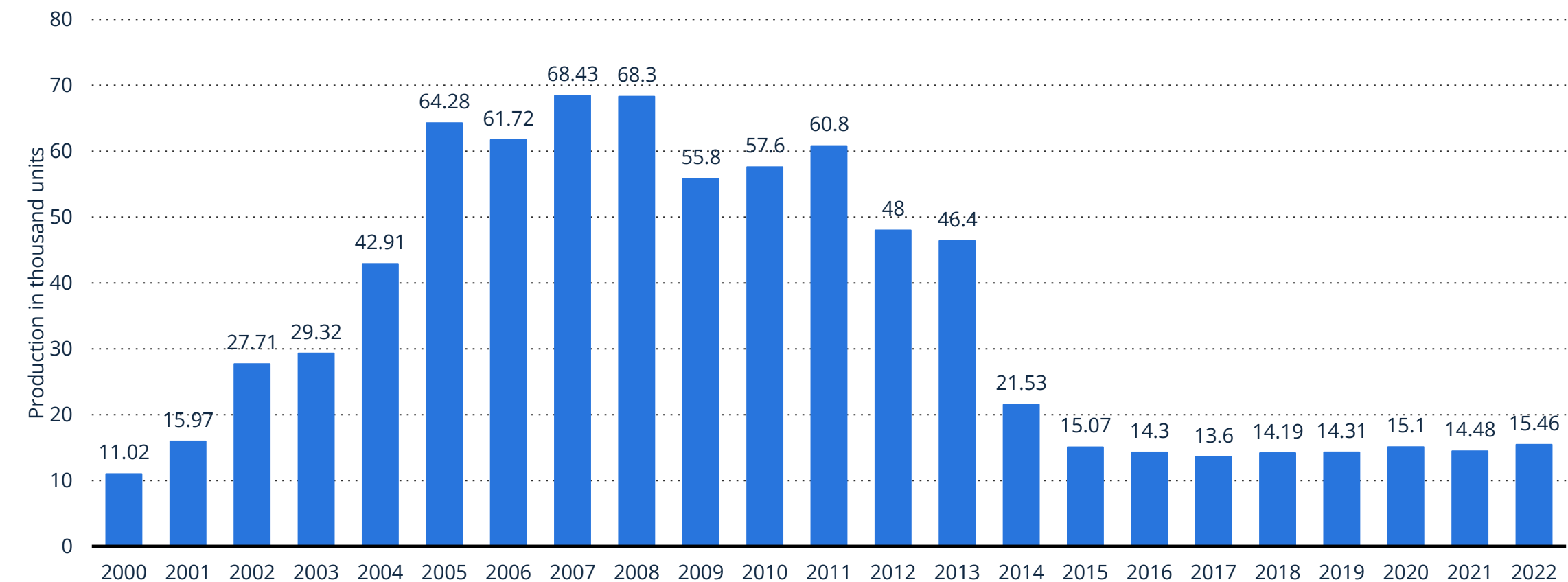
Revenue of the smartphones industry in Brazil 2018-2028



4 **Description:** The revenue in the 'Smartphones' segment of the consumer electronics market in Brazil was forecast to continuously increase between 2023 and 2028 by in total 0.2 billion U.S. dollars (+1.47 percent). After the fourth consecutive increasing year, the indicator is estimated to reach 13.77 billion U.S. dollars and therefore a new peak in 2028. [Read more](#)
Note(s): Brazil; 2018 to 2028
Source(s): Consumer Market Insights

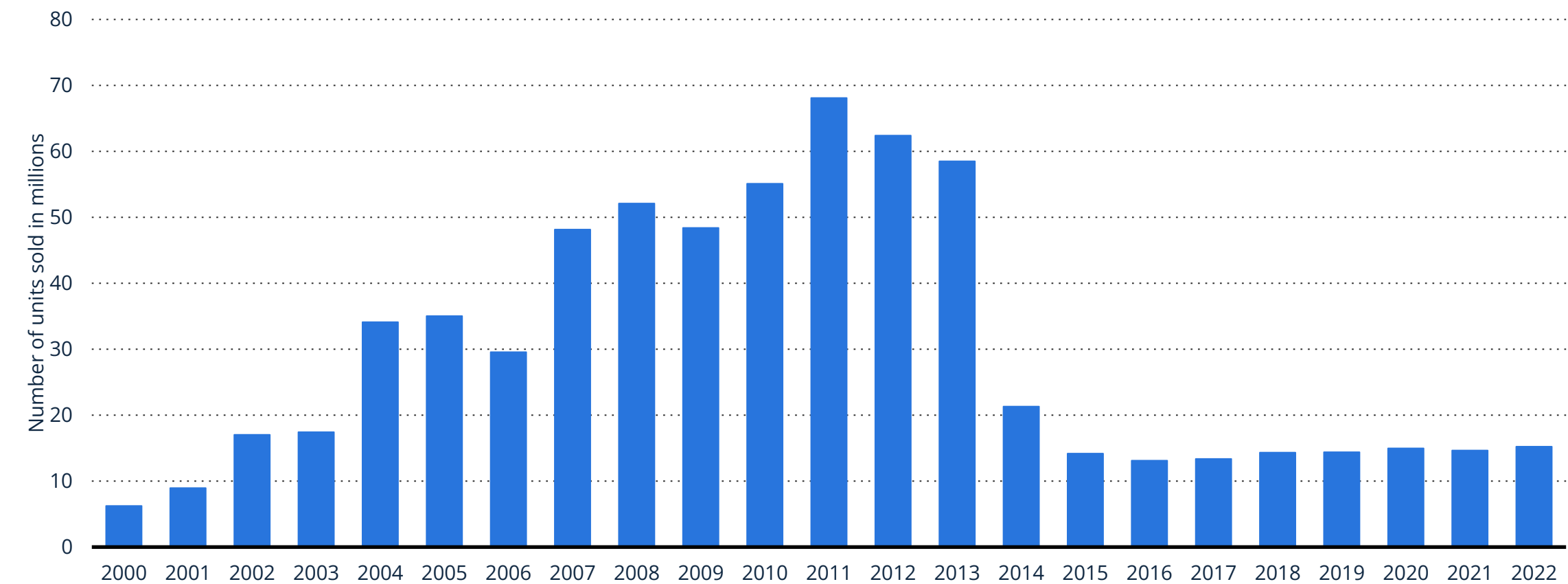
Mobile phone production in Brazil from 2000 to 2022 (in 1,000 units)

Mobile phone production in Brazil 2000-2022



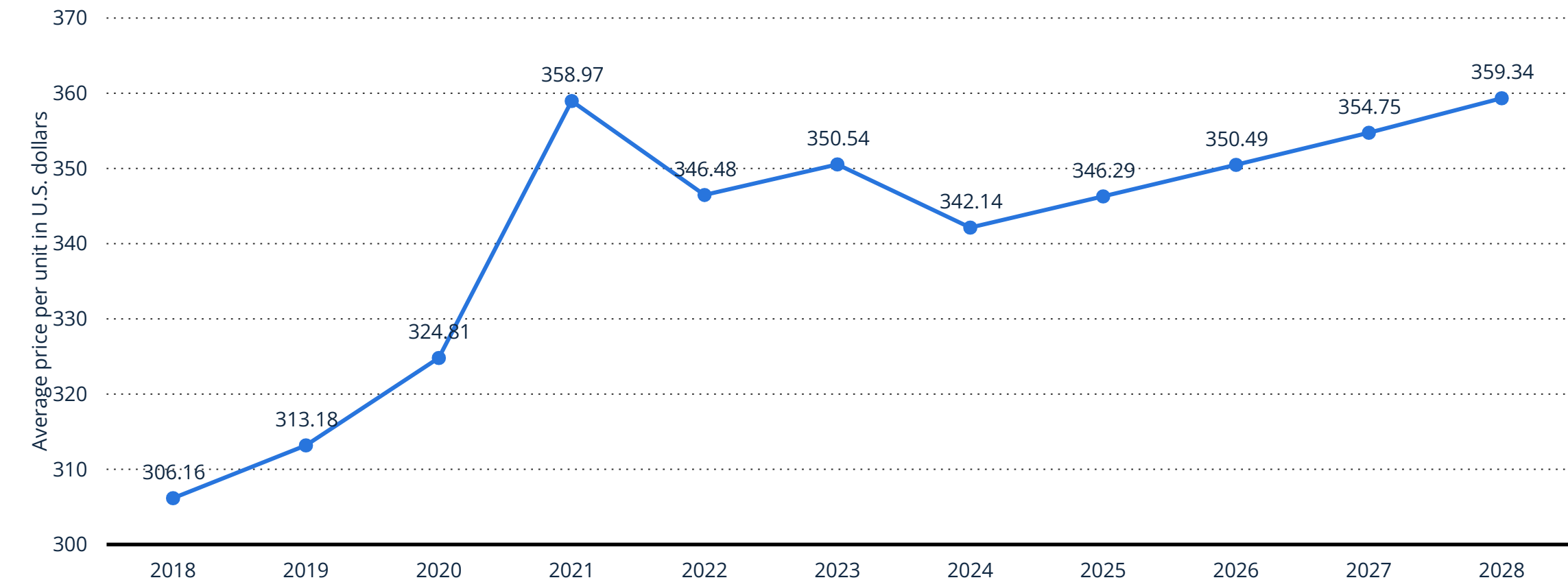
Mobile phone unit sales in Brazil from 2000 to 2022 (in million units)

Mobile phone unit sales in Brazil 2000-2022



Average smartphones price in Brazil from 2018 to 2028 (in U.S. dollars)

Average smartphones price in Brazil 2018-2028

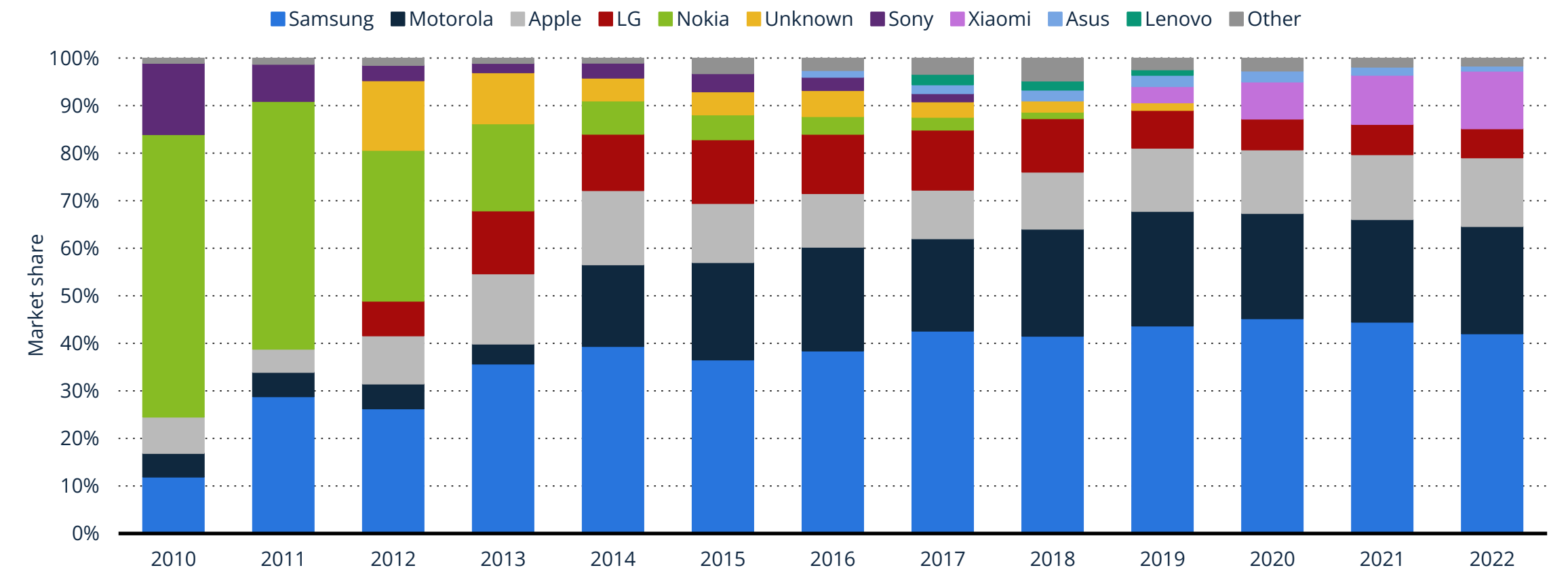


CHAPTER 02

Companies

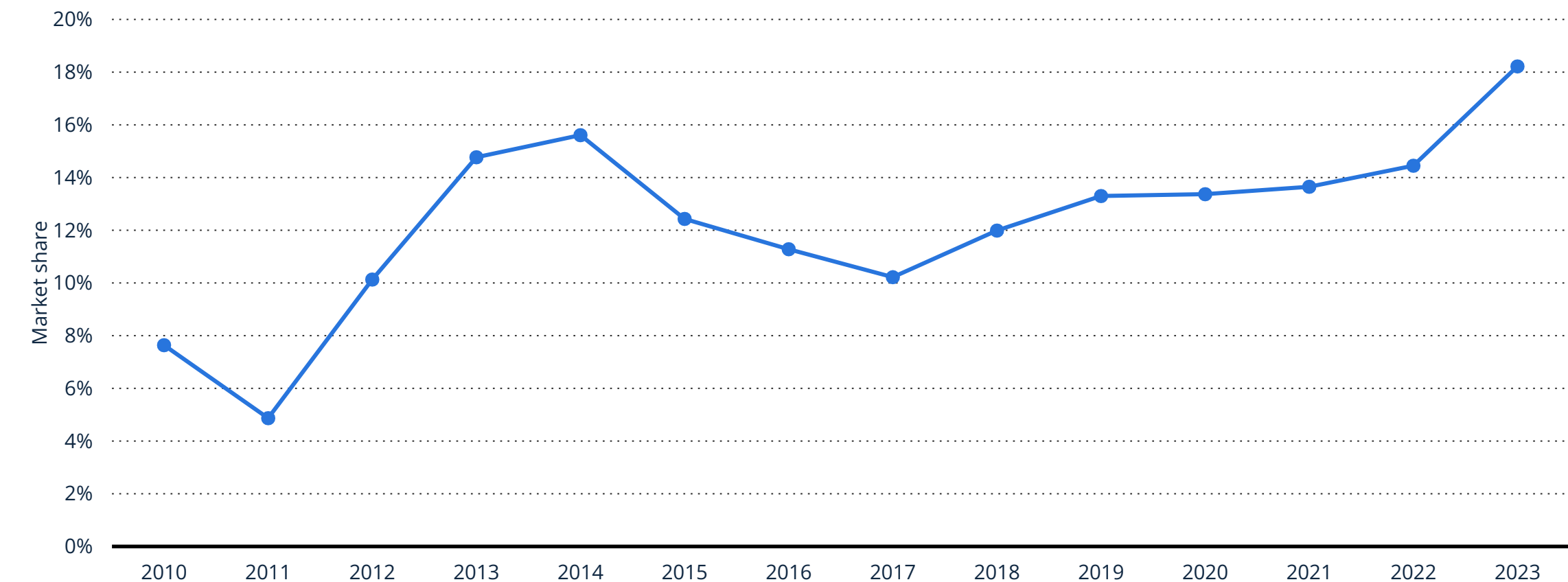
Market share of leading mobile device vendors in Brazil from 2010 to 2022

Market share of mobile device vendors in Brazil 2010-2022



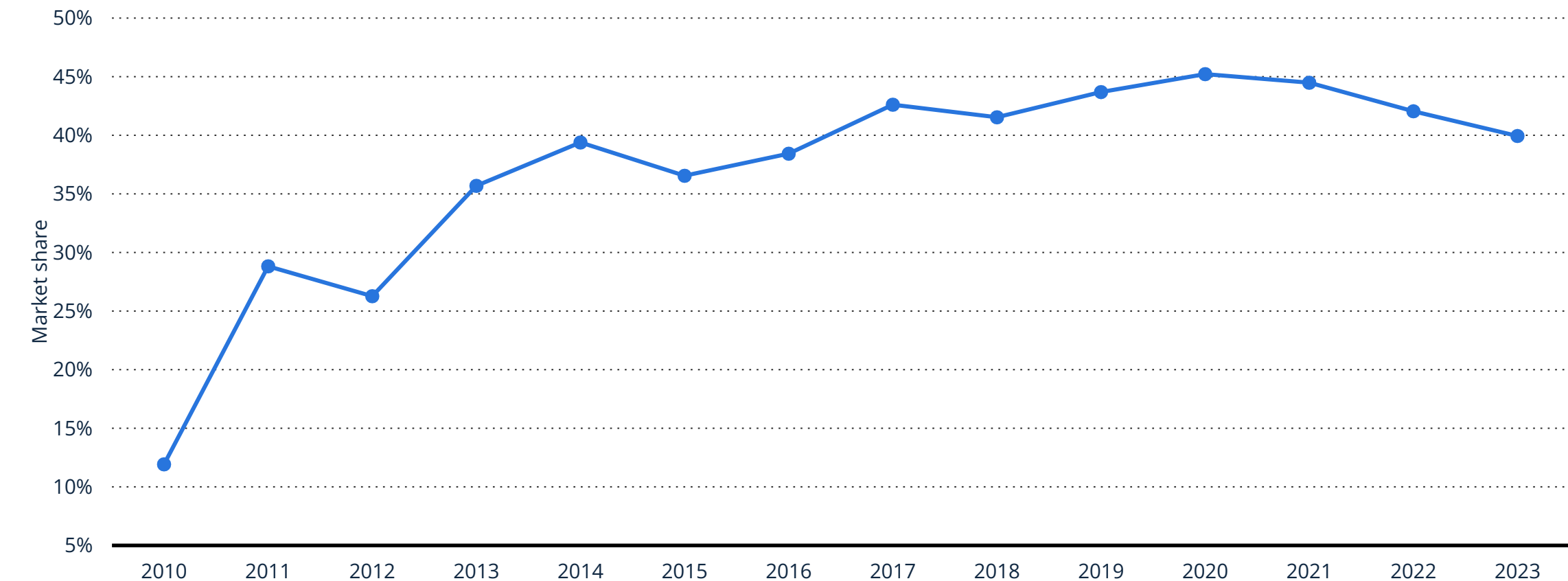
Apple mobile device market share in Brazil from 2010 to 2023

Apple mobile device market share in Brazil 2010-2023



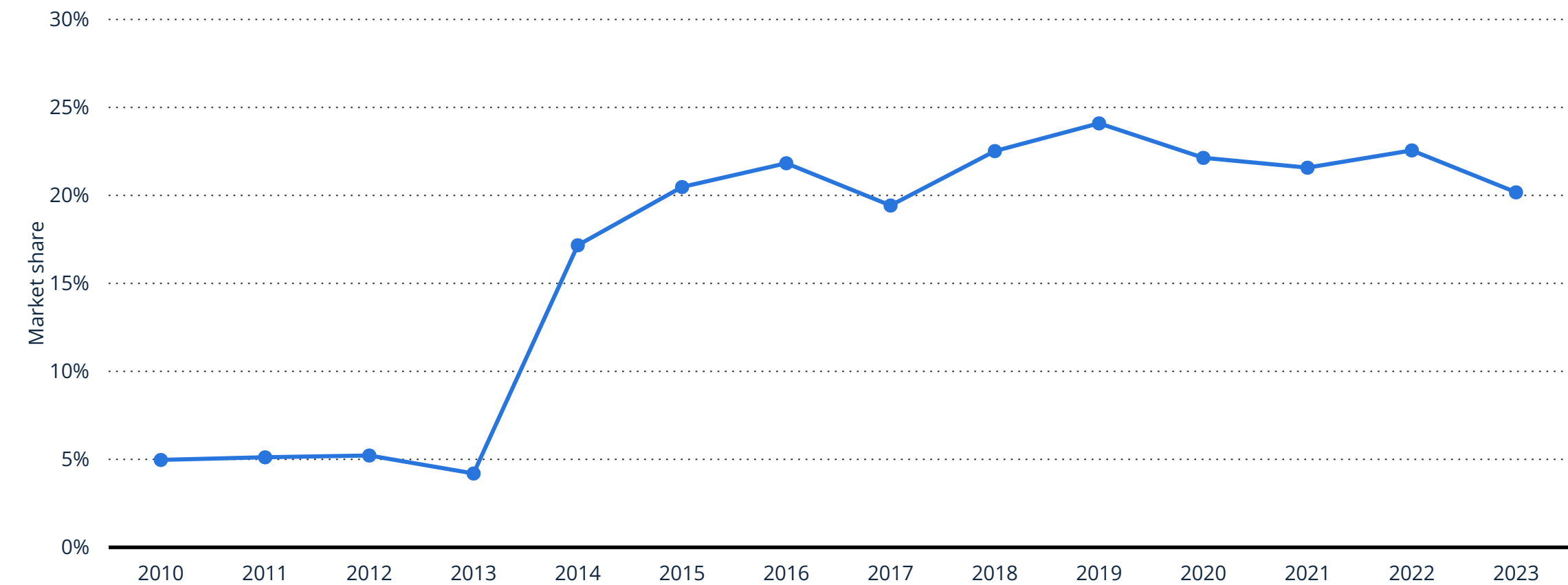
Samsung mobile device market share in Brazil from 2010 to 2023

Samsung mobile device market share in Brazil 2010-2023



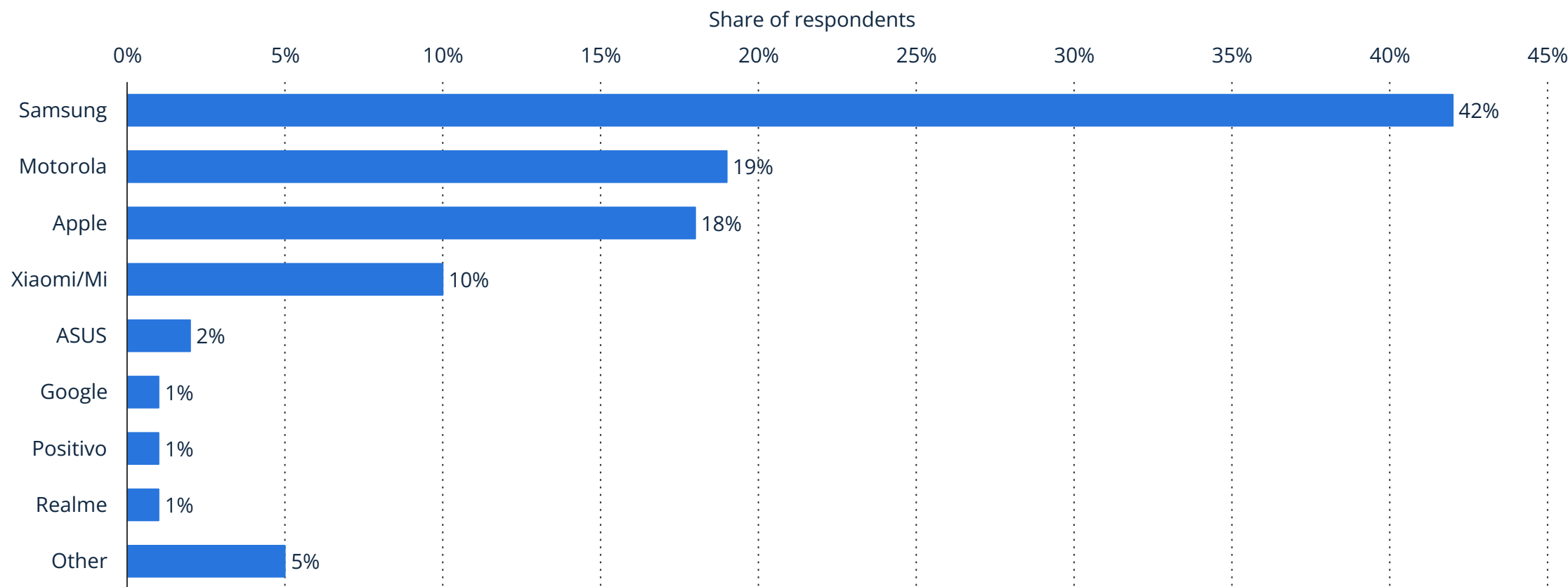
Motorola mobile device market share in Brazil from 2010 to 2023

Motorola mobile device market share in Brazil 2010-2023



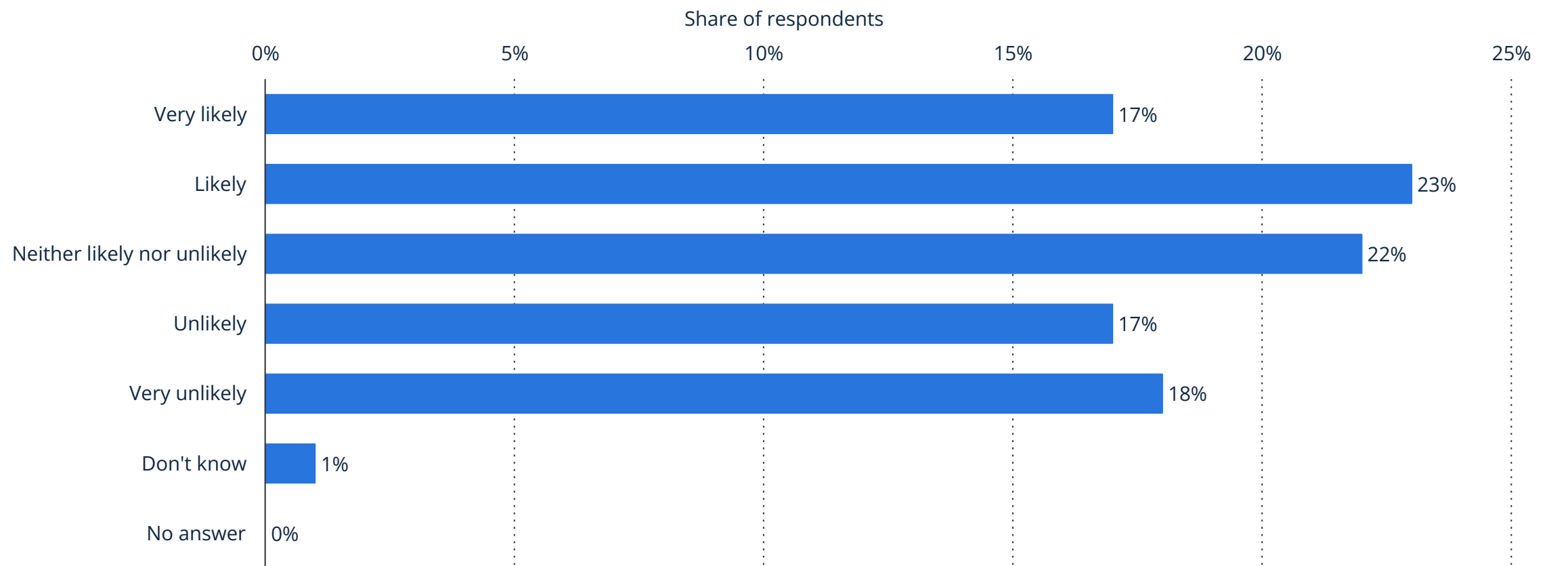
Most popular smartphone brands in Brazil as of June 2023

Most popular smartphone brands in Brazil 2023



Willingness to change smartphone brand in Brazil as of June 2023

Willingness to change smartphone brand in Brazil 2023

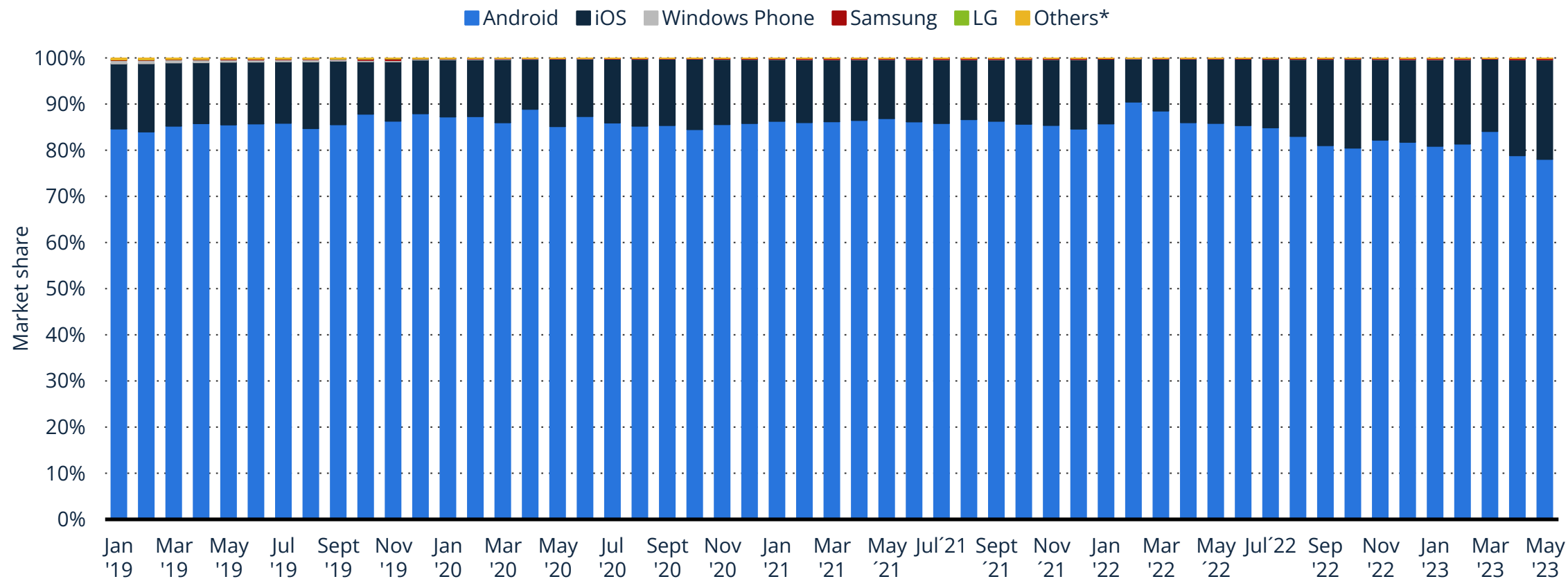


CHAPTER 03

Operating systems

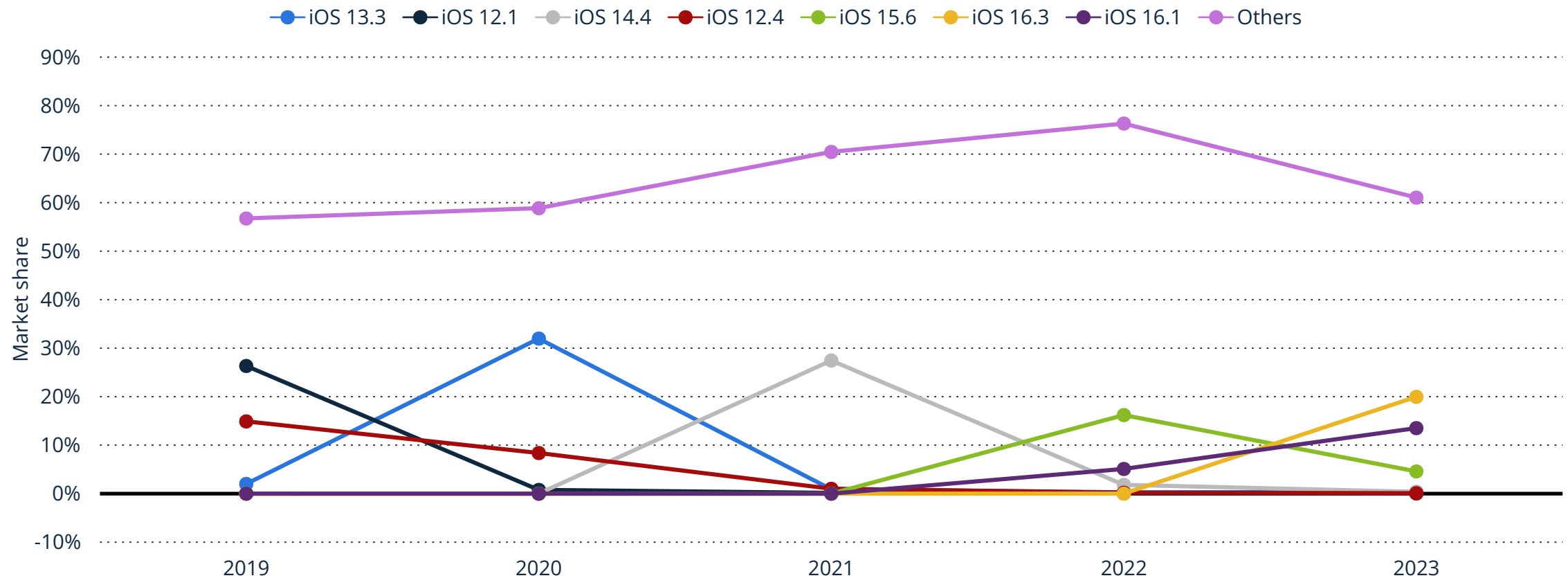
Market share of mobile operating systems in Brazil from January 2019 to May 2023

Share of mobile operating systems in Brazil 2019-2023



Apple iOS mobile market share in Brazil from 2019 to 2023, by version

Apple market share of mobile operating systems in Brazil 2019-2023, by version



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