



**Euromonitor
International**

Home Video in Brazil

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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
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SOURCES

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