

Research – The Brazilian market

- Brazil is still considered a developing country according to the International Monetary Fund's World Economic Outlook Report.
- Has restrictive laws on importation of hardware, the prices of computers are about twice the price in the U.S.
- There is a technology boom going on in Sao Paulo. The reason lies in software for Web and mobile development.
- Brazil has the 5th largest number of mobile phone and Internet users in the world.

Source: <https://cs.stanford.edu/people/eroberts/cs181/projects/2010-11/TechnologyTrendsLatinAmerica/brazil.html>

- They have one of the largest income gaps in the planet, higher classes are very rich, lower classes are very poor.
- As in many societies like that, consumerism is even more reinforced than normal as a class signaling. This increases tolerance for higher prices, as the poorest part of the population won't buy the product anyway, the ones that will have more disposable income.
- Brazil has several factories and brands building locally, phones obviously are built in a very globalized way for lack of better word, meaning pieces come from different countries but Brazil does the "final build" here for several. (Couldn't find prove for this)

Source:

https://www.reddit.com/r/asklatinamerica/comments/16knvsp/why_apple_products_are_so_expensive_in_brazil/

<https://www.statista.com/statistics/1294770/average-income-by-percentile-brazil/>

<https://marginalrevolution.com/marginalrevolution/2023/07/the-brazil-tax.html>

- With more than 44 million inhabitants in 2022, São Paulo is the most populous Brazilian state (around 22% of the Brazilian population)
- Curitiba has a population of 3.9 mil
- Curitiba stands out as the city with the most extensive usage of 5G in Brazil, a technology only introduced in Brazil in 2022. Curitiba was among the first Brazilian cities to adopt 5G, having proactively legislated for the installation of 5G antennas back in 2019. This foresight positions Curitiba at the forefront of technological advancement and connectivity.

Source:

[https://en.wikipedia.org/wiki/S%C3%A3o_Paulo_\(state\)#:~:text=With%20more%20than%2044%20million,entity%20of%20South%20America%2C%20surpassed](https://en.wikipedia.org/wiki/S%C3%A3o_Paulo_(state)#:~:text=With%20more%20than%2044%20million,entity%20of%20South%20America%2C%20surpassed)

<https://worldpopulationreview.com/cities/brazil/curitiba>

<https://innovationsoftheworld.com/curitiba-the-most-intelligent-city-in-the-world/>

- The delivery in Brazil is notorious

Source:

<https://pangea-network.com/how-to-ship-to-brazil-essential-tips-and-insights/>