

# Brazil Monthly Mobile Phone Tracker

IDC's *Brazil Monthly Mobile Phone Tracker*® fills the demand for detailed and timely information on the global mobile phone market for device vendors, software developers, service providers, and component suppliers. It provides insightful monthly analysis in addition to the traditional mobile phone market share as well as smartphone shipments. The research delivers a monthly Excel pivot table product that details the performance of the market's individual players and answers important product planning and positioning questions

## TECHNOLOGY COVERAGE

This tracker provides the total market size and vendor share for the technology areas discussed in this section. Measurement for this tracker is in units.

### Core Coverage

- Device type: Feature phone and smartphone

- Sales models: Official (officially imported or locally produced) and grey market (smuggled through the country borders).

## GEOGRAPHIC SCOPE

- **Asia/Pacific excluding Japan (16):** Australia, Bangladesh, Hong Kong, India, Indonesia, Korea, Malaysia, Myanmar, New Zealand, Philippines, PRC, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam and the rest of Asia/Pacific
- **Canada**
- **Central and Eastern Europe (15):** Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine, and the rest of CEE
- **Japan**
- **Latin America (17):** Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Panama, Paraguay, Peru, Puerto Rico, Uruguay, Venezuela, the rest of Central America and the rest of Latin America
- **Middle East and Africa (24):** Algeria, Bahrain, Botswana, Egypt, Ethiopia, Ghana, Israel, Jordan, Kenya, Kuwait, Lebanon, Morocco, Namibia, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tanzania, Tunisia, Turkey, Uganda, United Arab Emirates, the rest of Africa and the rest of the Middle East
- **United States**
- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and United Kingdom

## DATA DELIVERABLES

This tracker is delivered on a [quarterly, semiannual] basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Preliminary top 5
- Preliminary top 10
- Historical data
- Forecast data
- Other