

Computer and Cell Phone Sales Zoom in Brazil

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The computer has become one of the hottest selling items in Brazil. The 2004 Household Survey (PNAD) by the government statistical bureau (IBGE) found that in 2004 16.6% of all homes in the country had a computer, up from 11.2% in 2003.

And the number of homes with Internet connections rose over 10% during the same period.

Another very popular item is the cell phone. In just a year, from 2003 to 2004, sales rose over 50% (the biggest jump since they became part of the PNAD survey in 2001).

At the same time, the percentage of homes with a fixed land telephone line actually dropped from 50.8% to 49.6%.

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