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Five Factors Fueling Brazil's Rising Automotive Aftermarket

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EVENTS

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Brazil

A Market on the Rise

Brazil has long been on a short list of automotive specialty-equipment markets that SEMA is tracking as having the potential to develop into one of the world's most important. Brazil first came onto the association's radar screen due to its position as the largest market in South America as well as a citizenry known for an obsession with cars, trucks and motorsports.

SEMA executives traveled to Brazil first in 2005, and so it is time now to provide an update on a number of factors that they were exploring back then as well as market changes. In a two-article series, we will look at the factors most typically used by exporters in determining which markets to target. In this first article, we will address:

- Local interest in and passion for customizing
- Size of the population
- Vehicle sales and the number of vehicles on the road
- Disposable income, discretionary dollars and other economic factors
- Perception of U.S. products

In the follow-up article next month, we will look at:

- Laws regarding customization
- Tariff rates and costs associated with getting U.S.-manufactured products to Brazilian customers
- Distribution system

The Passion



Brazilian trade and consumer shows are well attended and growing, and organizers are increasingly seeking to showcase customizing options.