

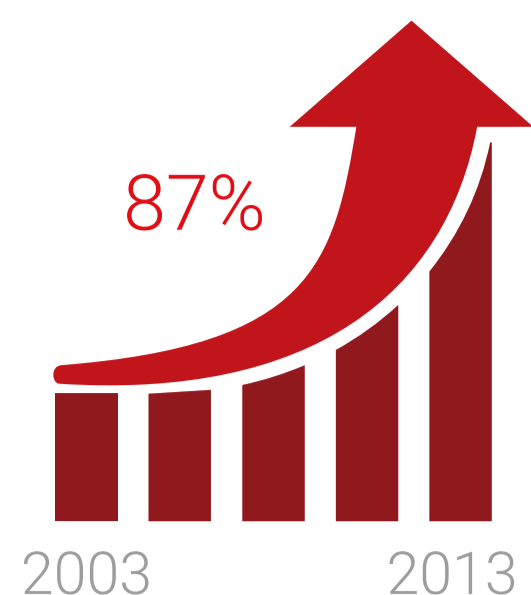
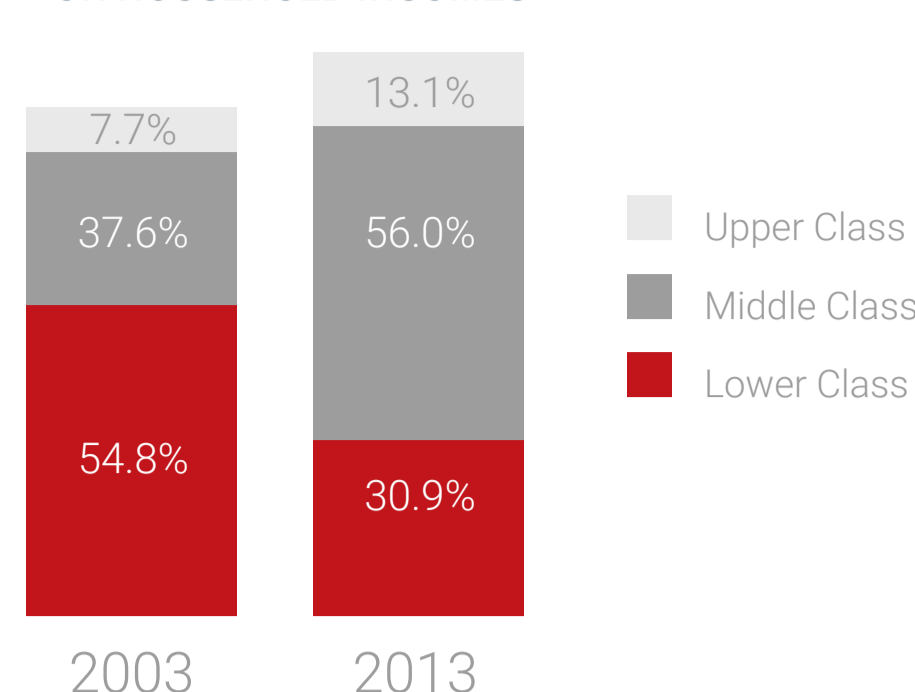
# Brazil's 202.7 million people are primed for cross border retailers to take action



## Economy

Brazil has seen **growth of 87%** in median household incomes. This has almost doubled the country's middle class population.

### BRAZIL ECONOMIC CLASS BASED ON HOUSEHOLD INCOMES



## User Insights

**61.1 million** currently shop online, and this figure is expected to reach **87.8 million** by 2020.

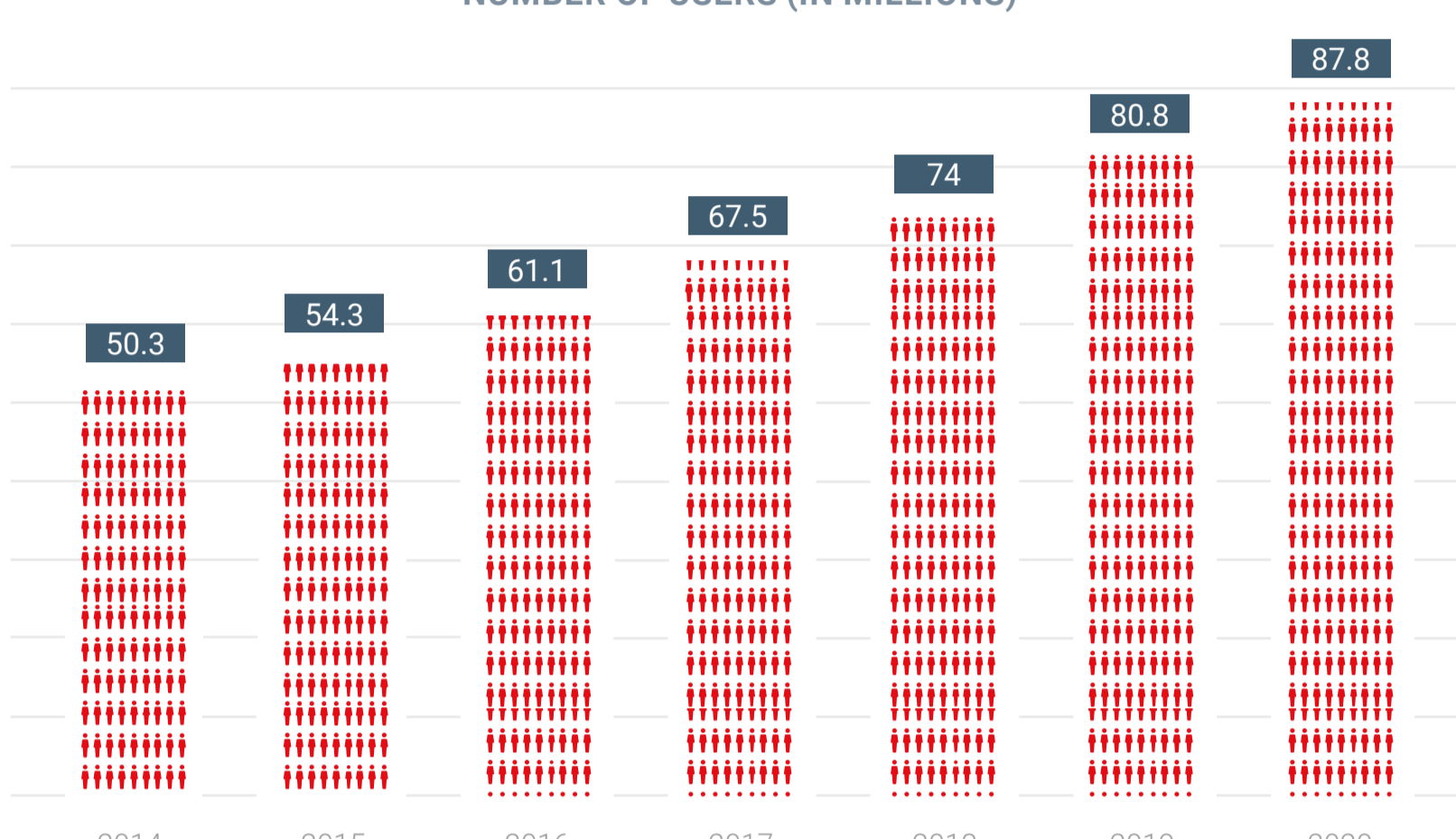
The average revenue per user is **366 USD** and will reach **392 USD** by 2020.



### USERS BY AGE GROUP AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016

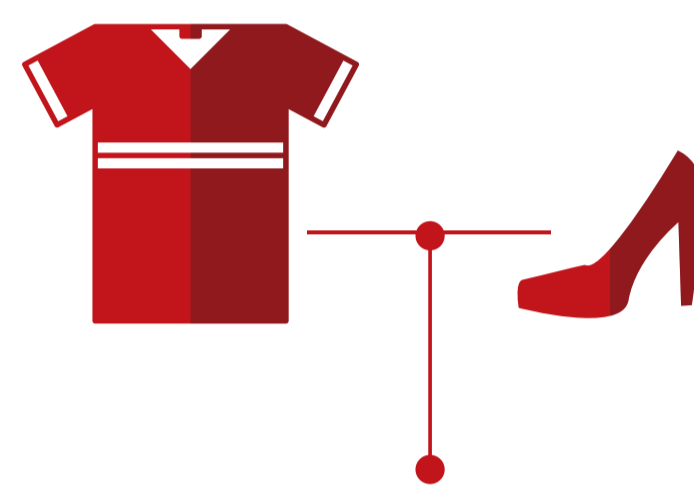


### NUMBER OF USERS (IN MILLIONS)

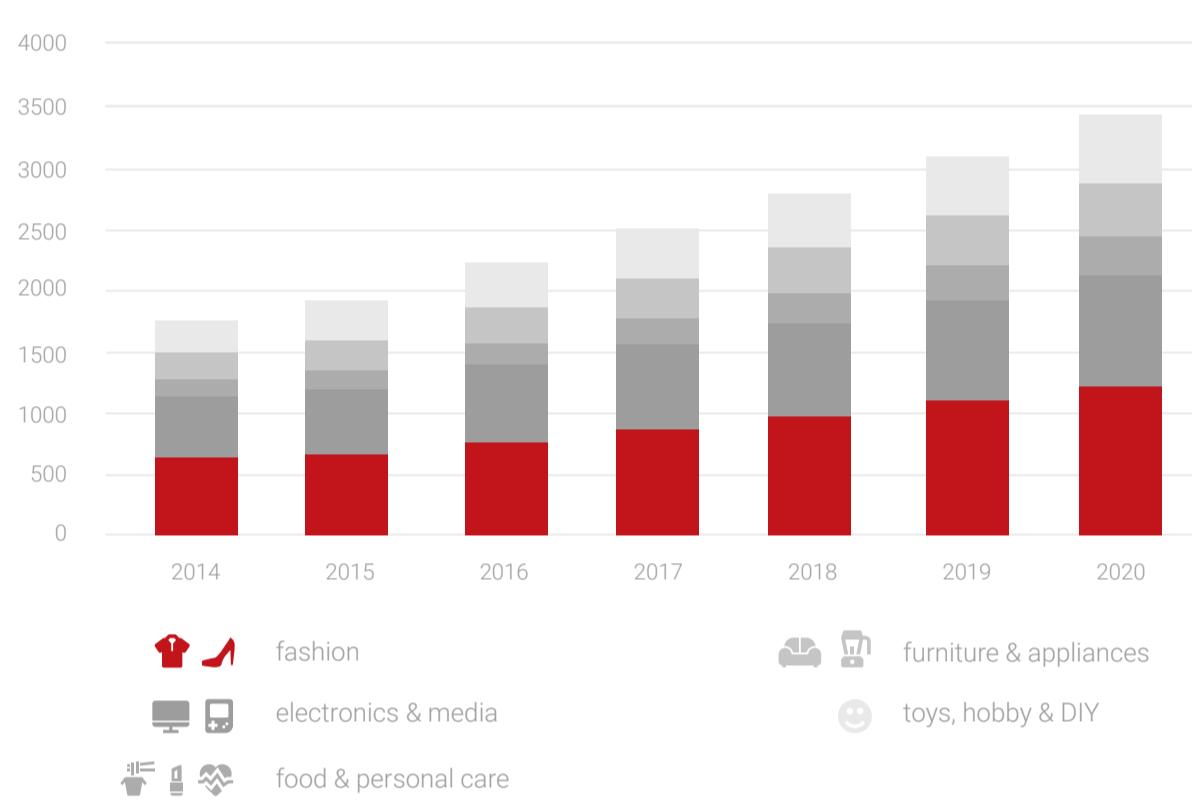


## Shopping Categories

**Clothing and accessories** will generate a third of Brazil's ecommerce revenue, with just over **12 billion USD** of the total ecommerce revenue of **34.5 billion USD** spent on clothing by 2020.

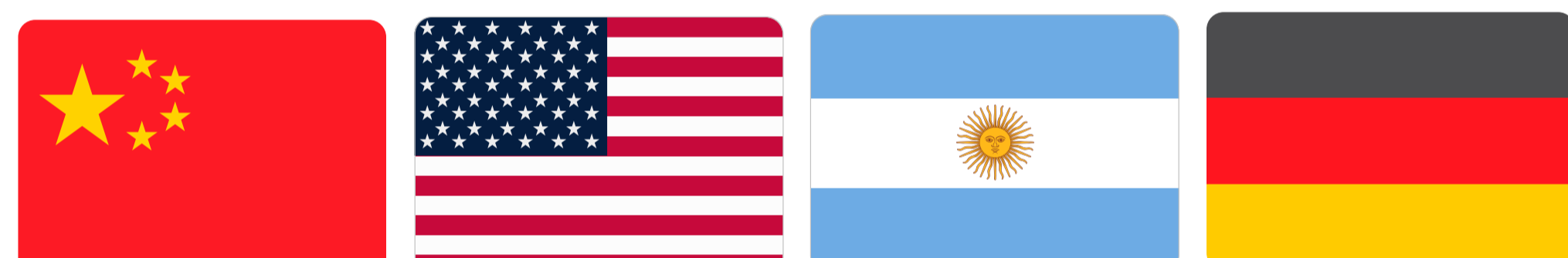


### PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



## Where does Brazil shop from?

The majority of Brazil's imports come from **China (37.2 billion USD)** and the **US (35.1 billion USD)**. **Argentina (14 billion USD)** and **Germany (13.8 billion USD)** are also important import partners.



## Preferred Online Payment Methods

**69%** of online payments are made with credit cards. **Boleto Bancário** accounts for **24%** of total market spend, increasing to **40%** for expensive purchases.



The most prominent alternate payment type is **Boleto Bancário** which is used **three times more** than all other alternate payment types combined for online purchases. It is a payment slip issued by a local bank which can serve as **cash**, or be used to **purchase online** using the relevant details.

## Logistics & Infrastructure



Brazil is **85.69% urbanized**, so although some remote parts of Brazil may be difficult to access the majority of online consumers live in the country's many cities.

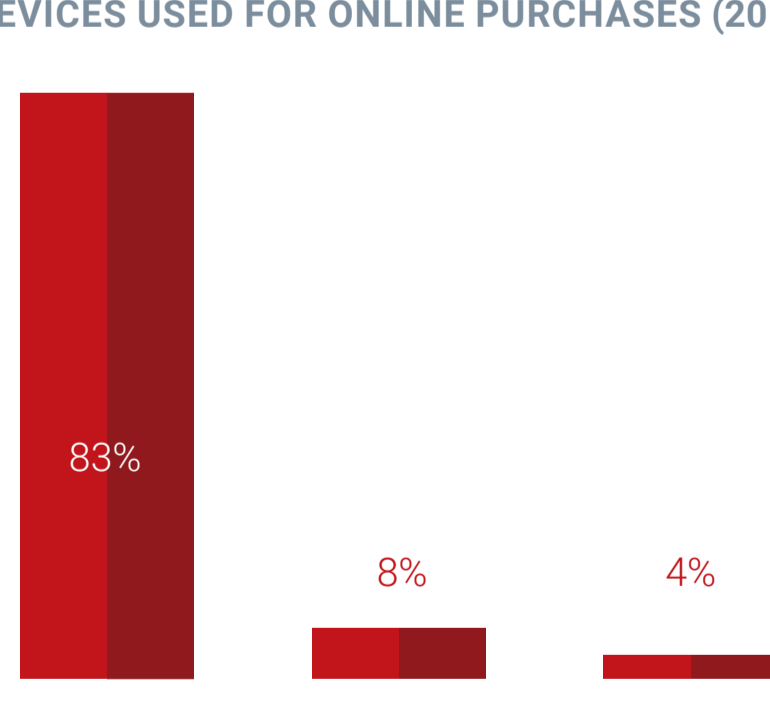
## Device Usage

Smartphones are readily available and **73 million** access the internet on their smartphone.

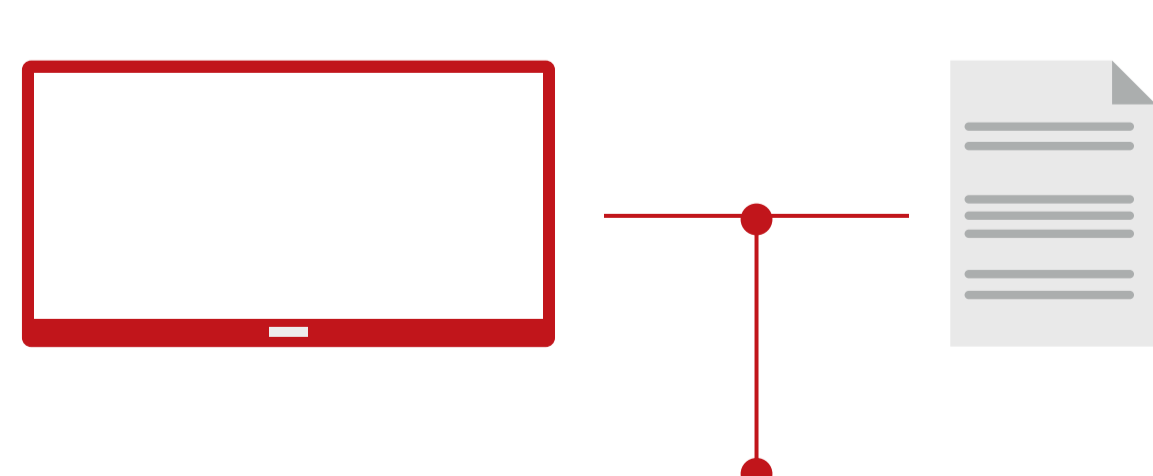


In 2015, the average Brazilian spent **29 hours** online per month.

### DEVICES USED FOR ONLINE PURCHASES (2015)



## Marketing



**TV** leads advertising spend at almost **10 billion USD**, newspapers are **second** at just over **1 billion USD**, magazines in **3rd** at **661 million USD** and digital taking **4th** place at **607 million USD**.

The average social media user clocks **3.3 hours** daily on their chosen social networks. **Facebook** leads the charge with **90.11 million** Brazilians logging on to the network.



Brazil is **Facebook's 3rd biggest market** based on number of Facebook users.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

\*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.