

Insights into the growth of Brazilian eCommerce

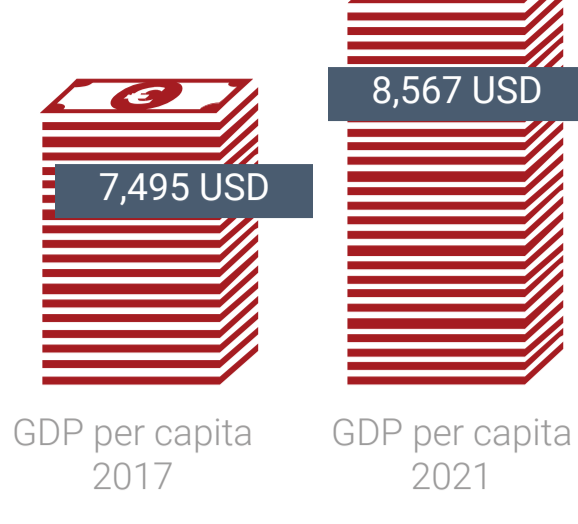
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 207.65 million people with a total GDP of 3.2 trillion USD.

GDP per capita is currently 7,495 USD and expected to reach 8,567 USD by 2021.

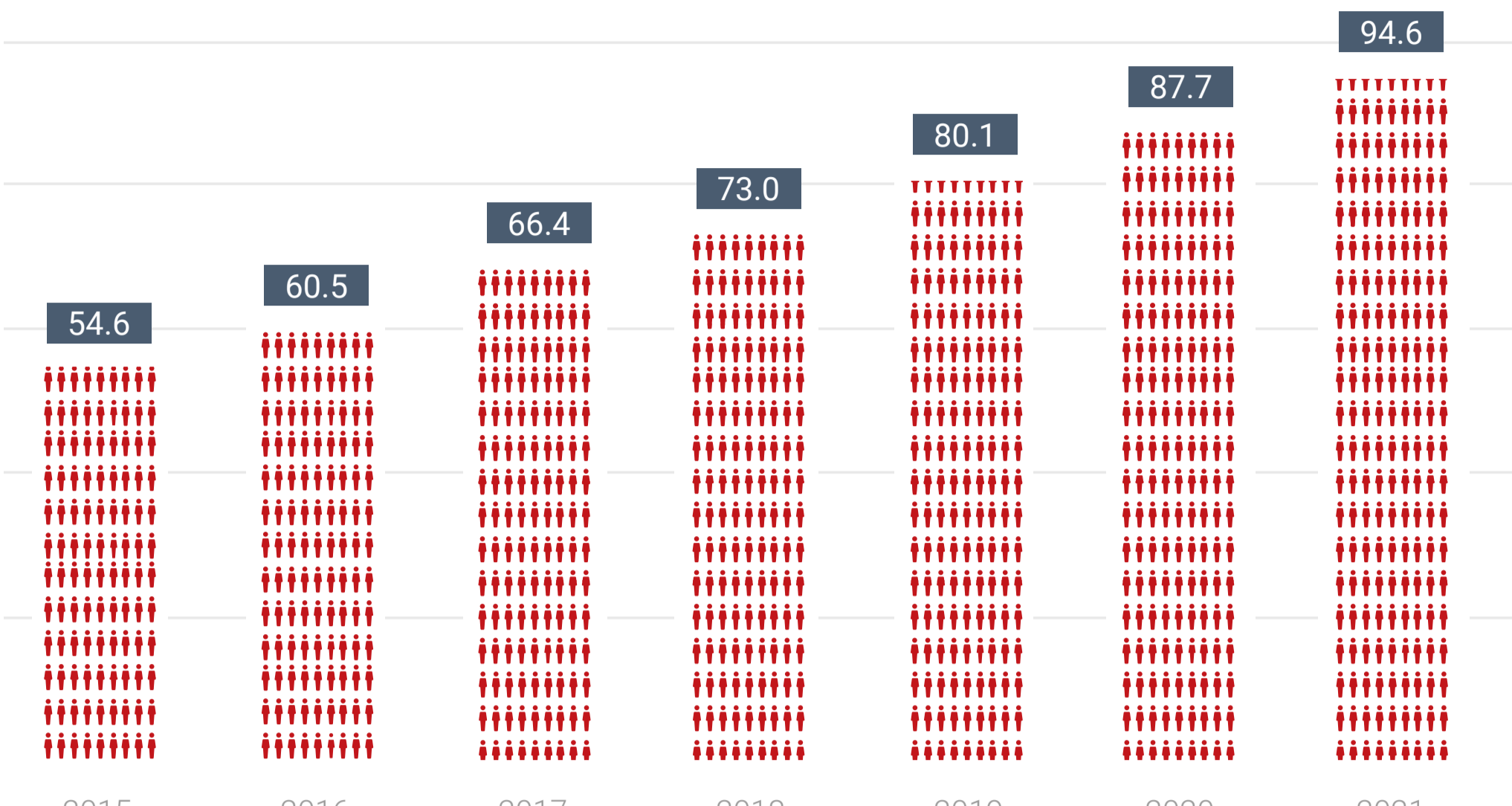


BRAZIL IS RANKED AS THE 8TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

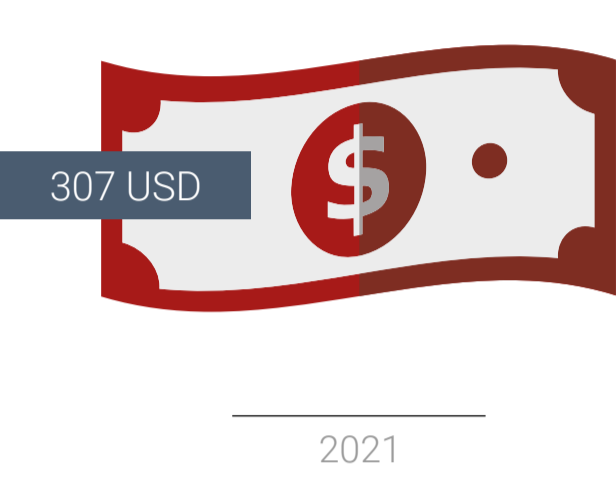
User Insights

There are currently 66.4 million eCommerce users in Brazil, with an additional 28.2 million users to be shopping online by 2021.

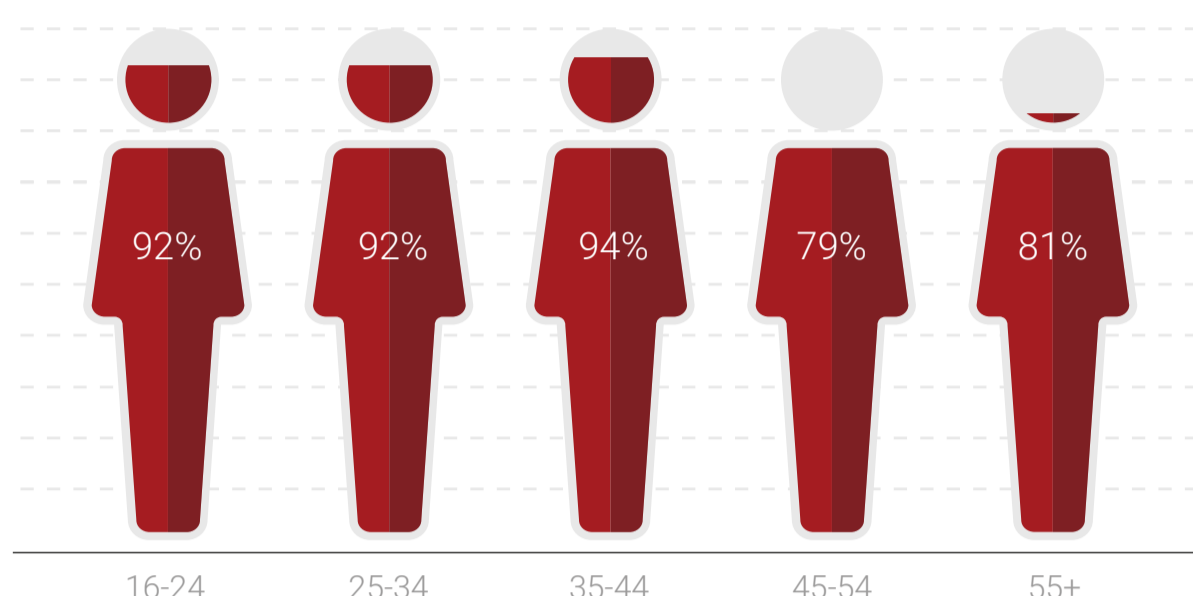
NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE BY AGE GROUPS IN 2017



Shopping Categories

Total eCommerce revenue across all product categories is 18.7 billion USD, expected to reach 29 billion USD by 2021.

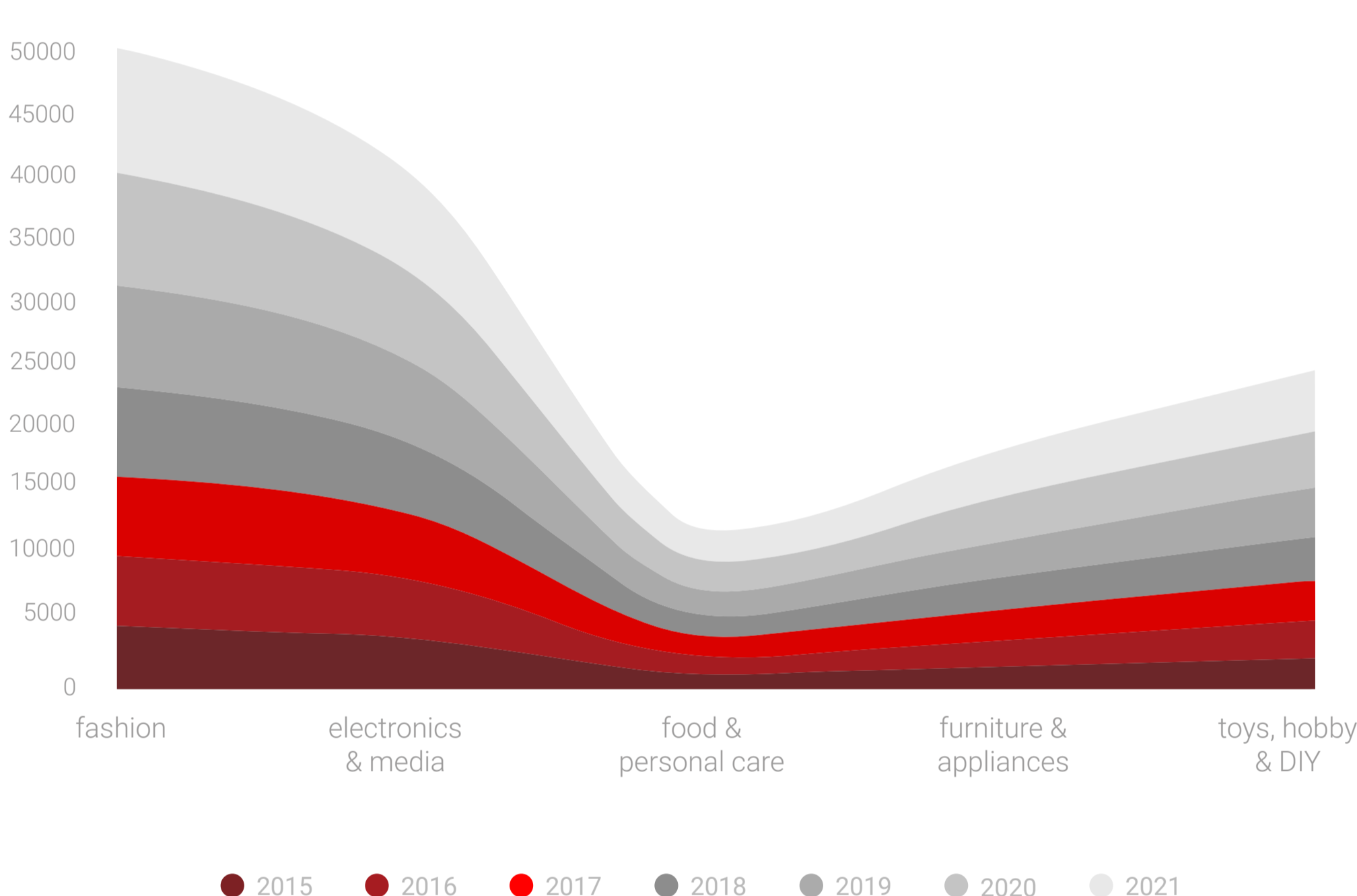


Fashion is currently the leading product category, accounting for 6.36 billion USD market share.



Electronics and Media is second, accounting for 5.16 billion USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



Logistics & Infrastructure



In 2016, Brazil was ranked 55th in the World Bank Logistics ranking.

Preferred Online Payment Methods

69% of Brazilian shoppers use credit card when shopping online, and a further 24% prefer Boleto Bancário.

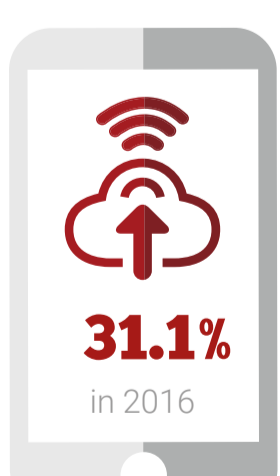


Where does Brazil buy from?

China supplies Brazil with 30 billion USD in imports. Other key import partners are the US (26.4 billion USD), Germany (10.5 billion USD), Argentina (10.1 billion USD) and South Korea (5.47 billion USD).



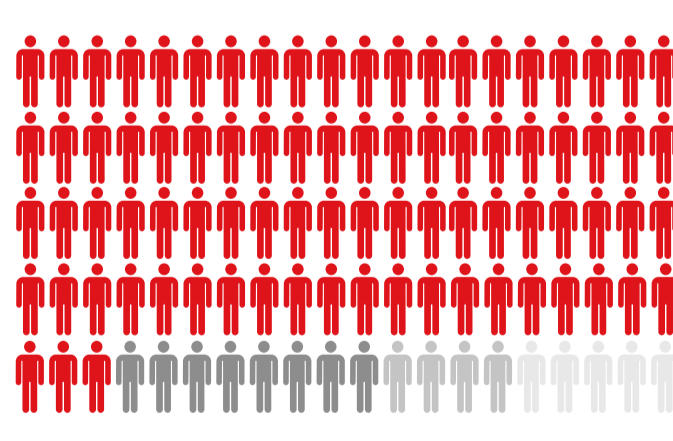
Device Usage



Internet penetration is currently at 58.3%, and should reach 61.3% by 2021.

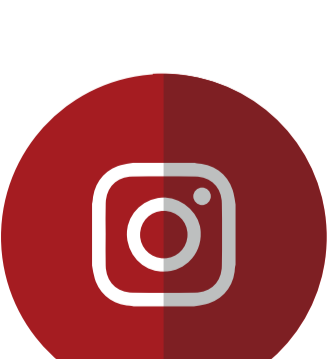
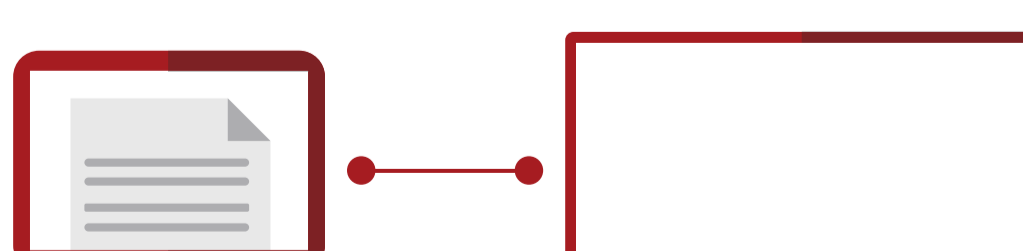
Smartphone penetration is 31.1% and is projected to grow to 39.9% by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing

Marketing spend in Brazil has risen in recent years, as advertisers steadily invest more in digital advertising. In 2016 ad spend reached 13.72 billion USD.



Brazil has 90.55 million social network users, YouTube, Facebook, Whatsapp and Messenger and Instagram are the leading social networks.

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.