

Insights into the growth of Latin American eCommerce

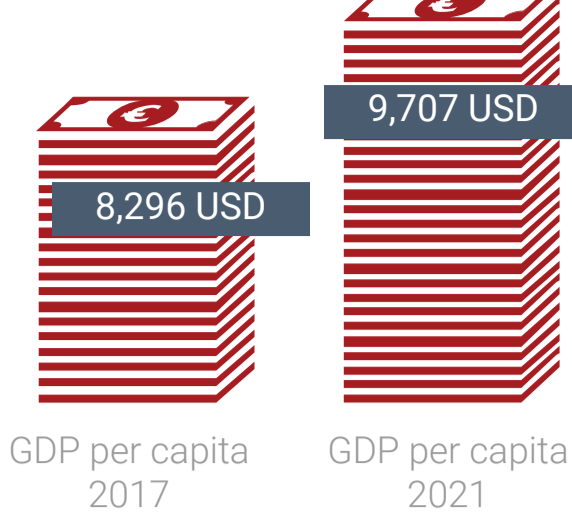
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to **386 million people**.

GDP per capita is currently **8,296 USD** and expected to reach **9,707 USD** by 2021.

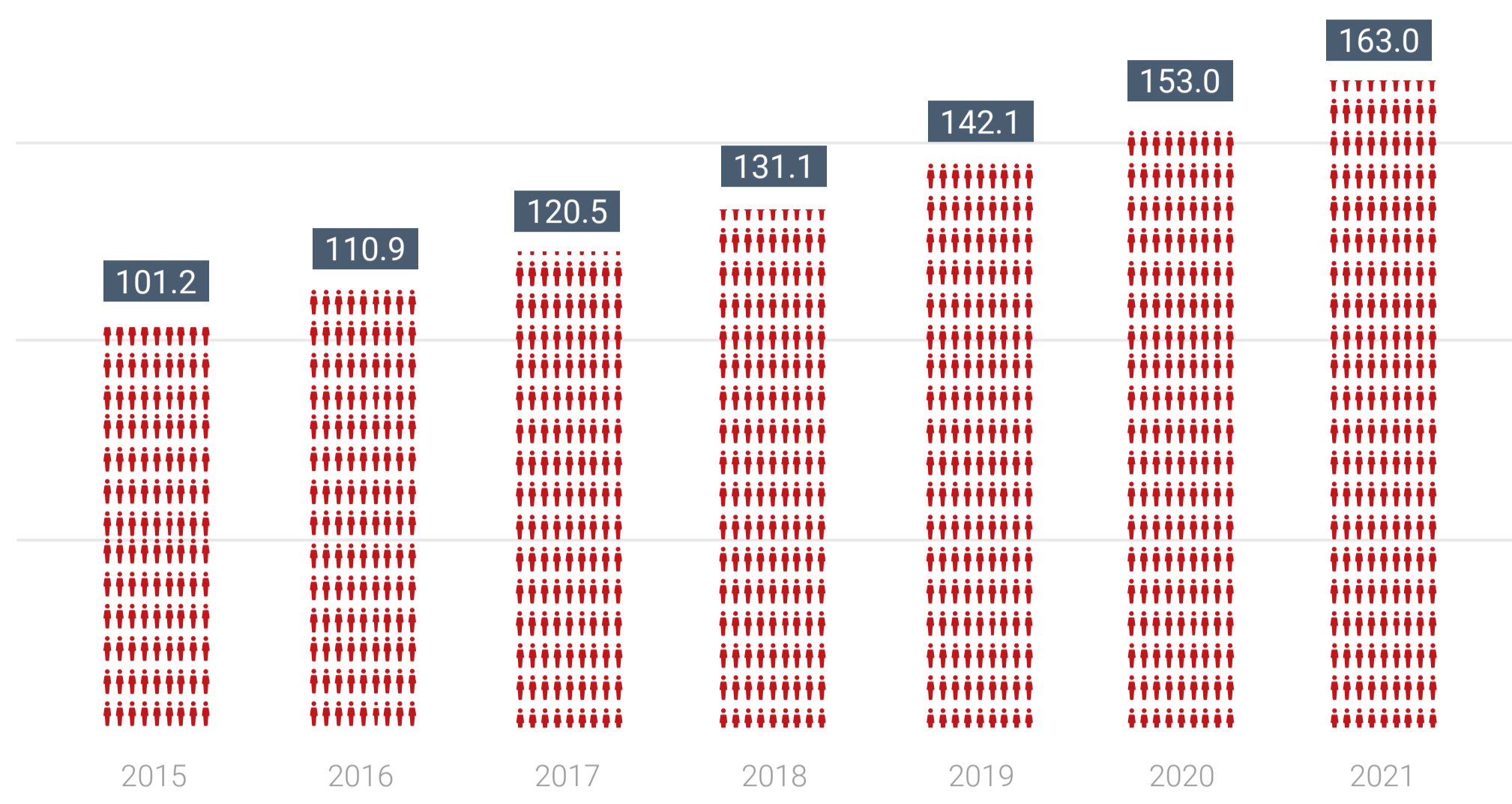


THERE ARE MANY ATTRACTIVE ECOMMERCE MARKETS WITHIN LATIN AMERICA, LEADING MEXICO, ARGENTINA AND BRAZIL

User Insights

There are currently **121 million eCommerce users** in Latin America, with an additional **41 million users** to be shopping online by 2021.

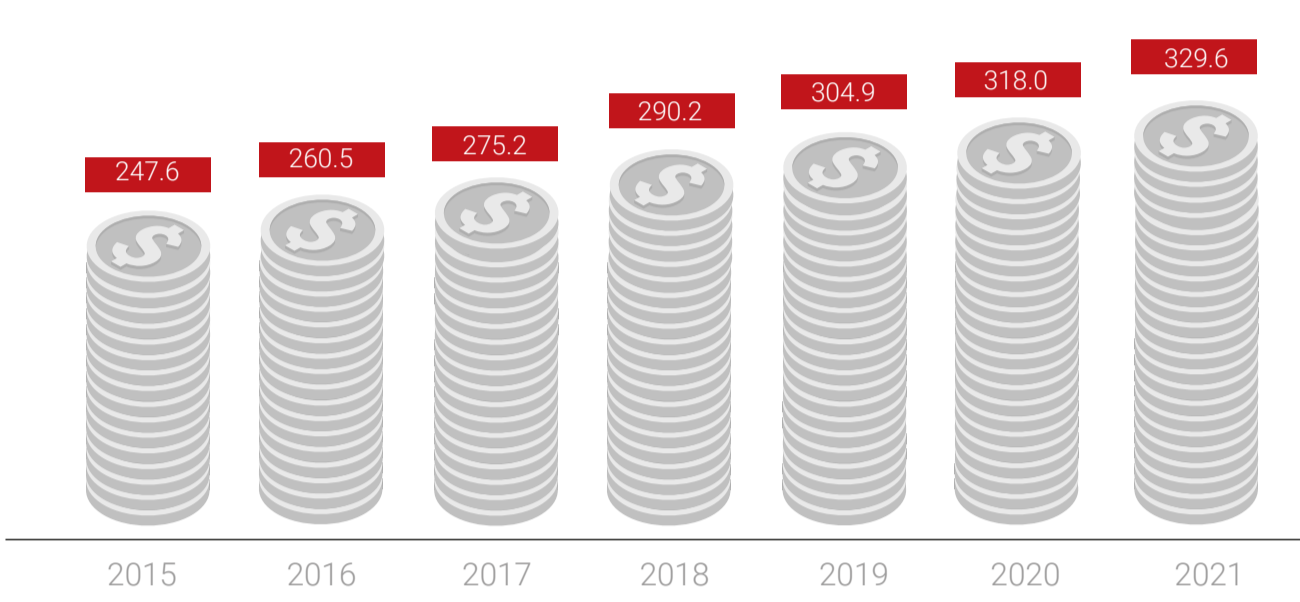
NUMBER OF USERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



AVERAGE REVENUE PER USER IN USD



Shopping Categories

Total eCommerce revenue across all product categories is **33 billion USD**, expected to reach **53 billion USD** by 2021.

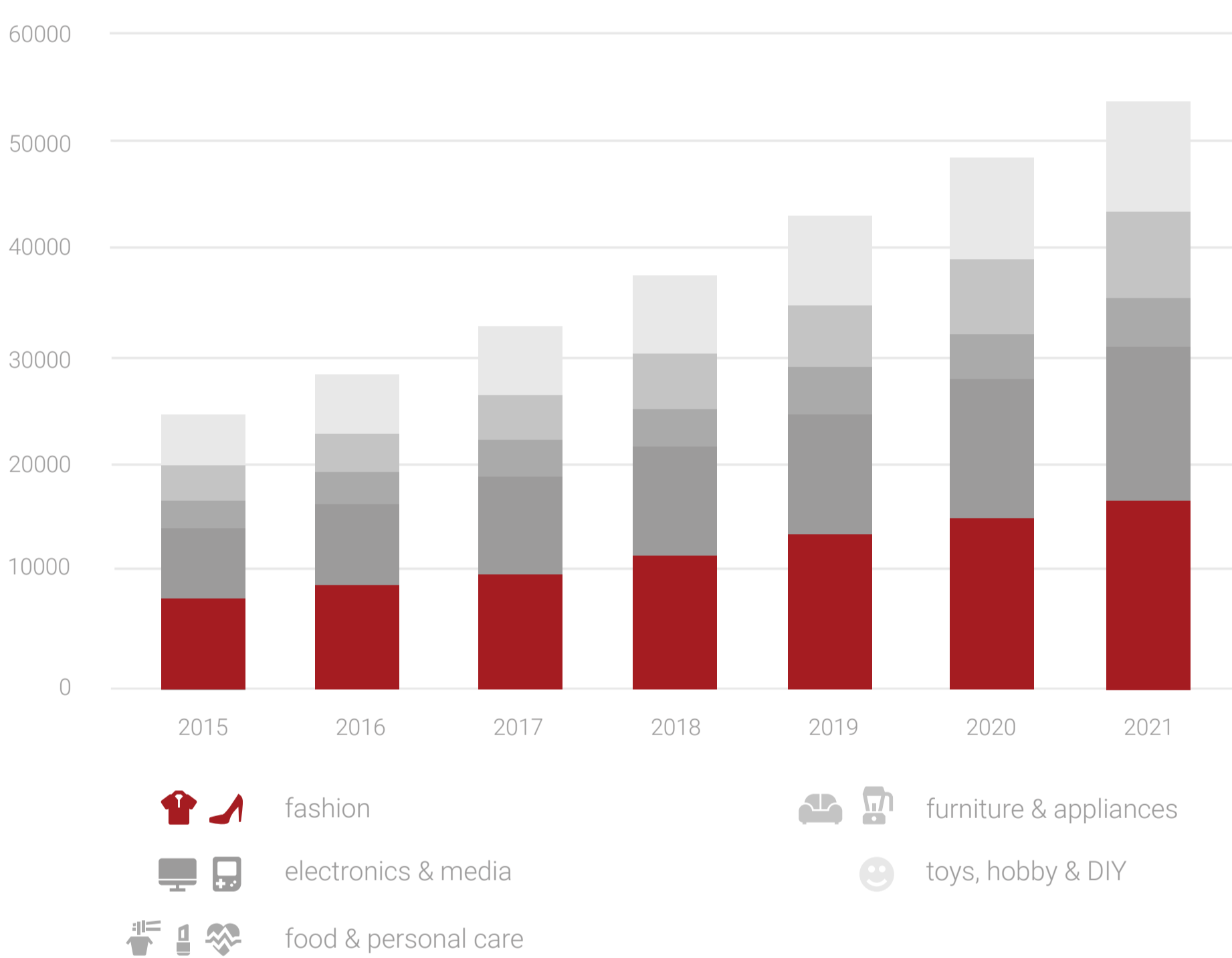


Fashion is currently the leading product category, accounting for **10 billion USD** market share.



Electronics is second, accounting for **9 billion USD**.

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



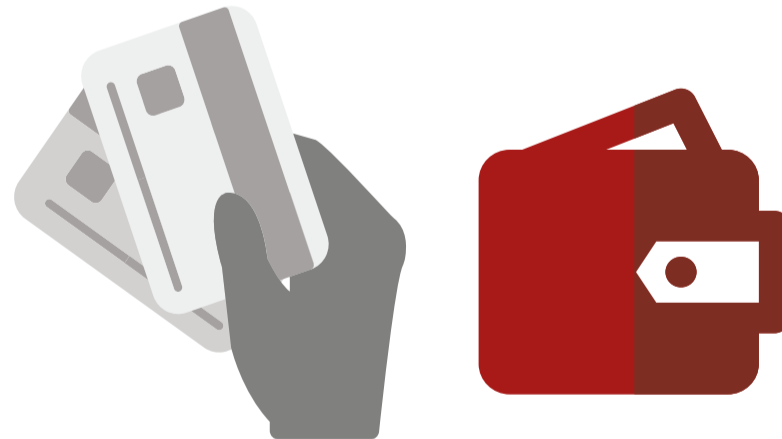
Logistics & Infrastructure



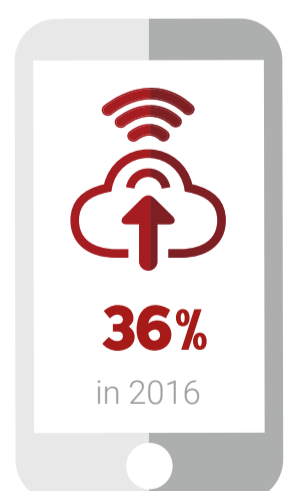
The World Bank rates Latin America logistics as poor, with the region scoring **2.66** in the 2016 LPI index.

Preferred Online Payment Methods

65% of Latin American shoppers selected **credit card** among their preferred online payment options. **41%** said they used a **debit card**. Payment wallets such as **PayPal** were preferred by **36%** of online shoppers, and **Cash on Delivery** was used by **35%** of online shoppers.



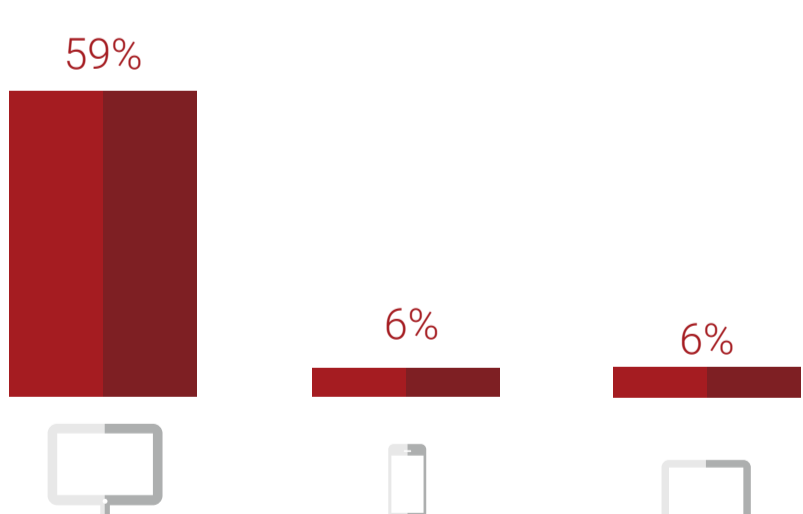
Device Usage



Internet penetration is currently at **60%**, and should reach **65%** by 2021.

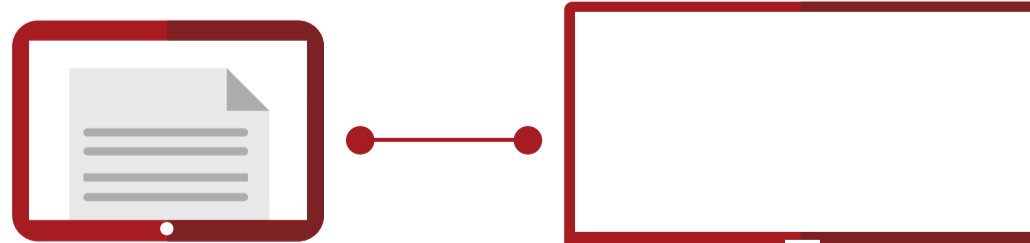
Smartphone penetration is **36%** and is projected to grow to **47%** by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing

Advertising spend in Latin America is expected to bypass **42 billion USD** in 2020. Digital advertising is expected to reach **12 billion USD** in 2020, and accounting for over a quarter of the total advertising spend.



Latin American social media penetration is **46%** of the total population. **Facebook, Blogger, LinkedIn, Twitter** and **WordPress** 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.