Euromonitor International

E-commerce in Latin America

May 2023

Table of Contents

INTRODUCTION

Scope
Key findings

REGIONAL OVERVIEW

Strong growth for e-commerce sales in Latin America
Growth slows post-pandemic but is expected to remain strong in Latin America
Brazilian e-commerce sales more than double during the pandemic
Industry operators continue to work to allay Mexican consumers' security concerns

LEADING COMPANIES AND BRANDS

Relatively consolidated competitive landscapes in Latin America's biggest markets
MercadoLibre continues to gain share in Latin America
Brazil and Mexico the main revenue generators for the leading e-commerce players
Shopee appealing to consumers with an eye for a bargain

FORECAST PROJECTIONS

Latin America expected to register healthy growth rates throughout the forecast period
Marketplaces, driven by MercadoLibre, seeing strong growth in Brazilian e-commerce
Mexico to see further development of smartphone apps, BNPL options and quick commerce

COUNTRY SNAPSHOTS

Argentina: Market Context
Argentina: Competitive Landscape
Bolivia: Market Context
Bolivia: Competitive Landscape
Brazil: Market Context
Brazil: Competitive Landscape
Chile: Market Context
Chile: Competitive Landscape
Colombia: Market Context
Colombia: Competitive Landscape
Ecuador: Market Context
Ecuador: Competitive Landscape
Mexico: Market Context
Mexico: Competitive Landscape
Peru: Market Context
Peru: Competitive Landscape
Uruguay: Market Context
Uruguay: Competitive Landscape

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/e-commerce-in-latin-america/report.