

# E-commerce in Latin America

May 2023

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## 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

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Brazil: Competitive Landscape

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Uruguay: Market Context

Uruguay: Competitive Landscape

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