



BRAZIL

2015 eCommerce Summary

One Sentence Overview

With an expanding middle class and digital ecosystem, Brazil has the largest eCommerce market in Latin America.

Mobile Usage

In 2015, nearly 19% of all eCommerce transactions in Brazil were mobile purchases. In 2016, mobile sales are expected to exceed **\$11 billion**.

Omni-channel Presence

As eCommerce is still establishing itself in many parts of the vast nation, omni-channel initiatives are not a priority for many retailers regardless of growing demand.

Major Shopping Days

The Christmas holidays create sales and increased online shopping revenue, especially during Black Friday and Cyber Monday.

Global eCommerce Rank: #9

2015 eCommerce Revenue: \$20 billion (↑17%)

Population Density



low

high

Demographics

- **Population:** 204 million
- **Urban population:** 86%
- **GDP:** \$1.8 billion (#9)
- **Average household income:** \$8,000 (R\$28,600)
- **Average age:** 31.1 years
- **Languages:** Portuguese (98%), Spanish (2%)

Why Are Retailers Here?

With the largest economy and eCommerce market in Latin America, Brazil has surfaced as the eCommerce leader in South America. Due to its large country size and emerging middle class, retailers who want to establish an eCommerce presence in South America typically select Brazil.



eCommerce Outlook

Industry Projections

Brazil's eCommerce market is projected to increase nearly 40% by 2018, surpassing **\$27 billion** in online sales.

The amount of digital buyers is steadily rising, with over 37 million shopping online currently and 47 million projected to shop online by 2018.

Major Holiday

Black Friday sales rose 38% last year while Cyber Monday sales increased by 56%. Average order values on Black Friday (\$163) were \$40 higher than on Cyber Monday (\$123).

Overall, holiday season sales (from Black Friday through Cyber Monday) surpassed **\$850 million** in 2015.

Global Impact

Cross-border

Approximately 49% of digital buyers in Brazil make cross-border purchases, with lower prices cited as the top reason for shopping abroad. Brazilians primarily buy from the U.S. (31%) and China (29%), with clothing and accessories (36%) cited as the primary product category.

As Brazil's eCommerce industry is still developing, the nation is not a large destination for other leading online retail markets.

Payment Methods

Credit and debit cards (75%) are the most popular payment methods for Brazilians, though Boleto Bancário payments (similar to digital money orders) are prominent and are utilized by nearly 20% of shoppers.

Notable eCommerce Characteristic

Installment Payments – As the country's economy continues to develop, many shoppers opt for installment payments to pay for their eCommerce purchases. This method has become so popular that nearly 80% of all eCommerce payments are made in installments, where shoppers make partial payments over a period of time to finance their online purchases.

Sources: Adyen, CIA.gov, eMarketer, Forrester Research, Knoema, The Brazil Business, The Wall Street Journal, TheStreet, Trading Economics