

## Latin America ecommerce market

Ecommerce in Latin America has developed rapidly during the COVID-19 pandemic. Retail ecommerce sales in Latin America amounted to \$85 billion in 2020 and are expected to reach \$160 billion by 2025 <sup>(1)</sup>.



### 29%

Argentina and Peru are the fastest growing countries in online shopping with 29% and 23% growth respectively in 2021 <sup>(1)</sup>.



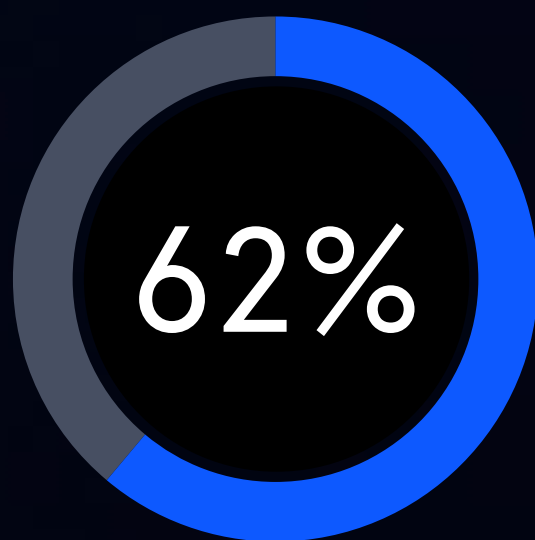
### \$10b

Electronics is currently the leading product category accounting for over \$10 billion market share, followed by fashion accounting for \$9.8 billion in 2021 <sup>(2)</sup>.

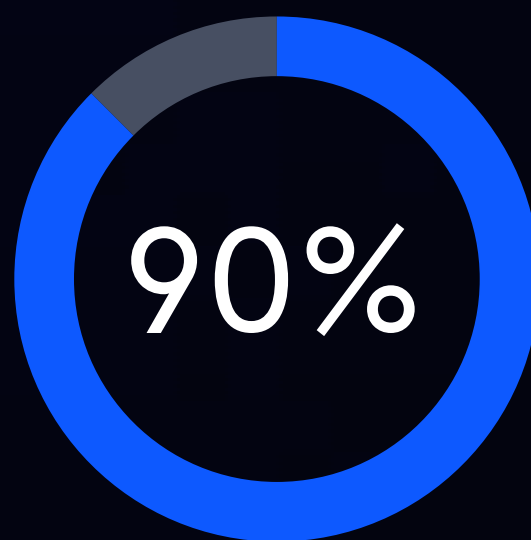


### 52m

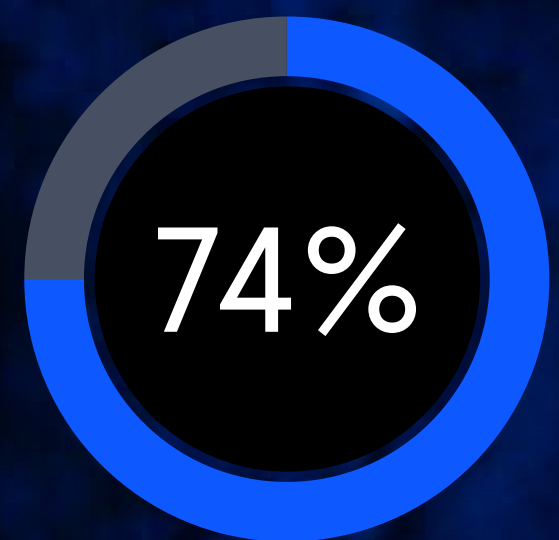
52 million consumers in Latin America made their first online purchase in 2020 <sup>(3)</sup> and 86% of these new online buyers plan to continue shopping online in the future <sup>(4)</sup>.



62% of online shoppers in Latin America tried new brands over the last two years and plan to continue buying from those brands <sup>(4)</sup>.



Omnichannel strategies will grow by 90% in the next five years and will account for 75% of the overall growth in sales <sup>(4)</sup>.



By 2024, 74% of ecommerce purchases in Latin America will be made with a mobile device <sup>(5)</sup>.

Mobile commerce sales in Latin America amount to **\$64 billion** in 2021 and are expected to reach **\$107 billion** by 2025 <sup>(1)</sup>.