

E-Commerce in Latin America



E-COMMERCE SALES CONTINUE TO INCREASE IN

Latin America

Internet capabilities such as purchasing items online, coordinating delivery or pick-up, as well as researching products on devices prior to buying them, highlight the growing importance of digital strategies, in addition to increasing e-commerce sales in Latin America.¹

-Euromonitor International

INCREASE IN NUMBER OF E-COMMERCE PURCHASES

The number of e-commerce purchases in Latin America reached

1.5 Billion in 2017

an increase of 33% since 2016.²



FUTURE GROWTH IN E-COMMERCE



It is forecast that **between 2017 and 2023**, there will be growth at a CAGR of **23%** in the number of Latin American e-commerce purchases, reaching **5.2 billion e-commerce payments** at the end of the forecast period.²

REASONS FOR E-COMMERCE CROSS-BORDER GROWTH³

Internet retailing has grown quickly across the region over the last five years and is expected to continue to develop.⁴



Increased Product Offerings



Ease of Market Penetration for International E-Commerce Retailers



Cheaper Prices

TOP PRODUCTS PURCHASED⁴



Apparel and Footwear



Electronics



Cosmetics



Toys and Video Games



Media Products

DISCOVER® GLOBAL NETWORK CARDHOLDERS FROM LATIN AMERICA ARE SPENDING MORE ON CROSS-BORDER E-COMMERCE



36%

2017 Growth in Volume⁵



84%

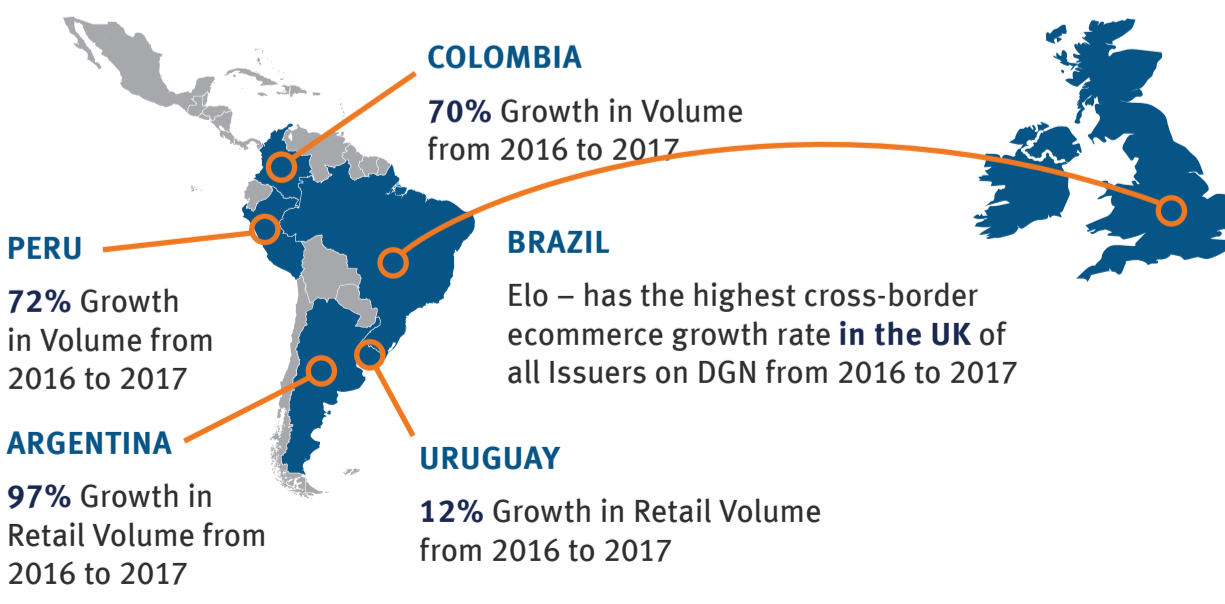
2017 Growth in Number of Transactions⁵



\$26

2017 Average Transaction Value⁶

DISCOVER GLOBAL NETWORK CARDHOLDERS FROM LATIN AMERICA ARE SPENDING MORE ON UK E-COMMERCE⁵



Sources:

- 1 "Megatrends in Latin America Retailing," Euromonitor, May 2018
- 2 "Global Payment Cards Data and Forecasts to 2023 – Americas," RBR, October 2018
- 3 "Internet Retailing in Latin America," Euromonitor, April 2018
- 4 "Retailing Top Trends in Latin America," Euromonitor, February 2017
- 5 Internal DFS: Comparing 2016 vs. 2017
- 6 Internal DFS: 2017