



E-COMMERCE IN BRAZIL





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E-commerce in Brazil



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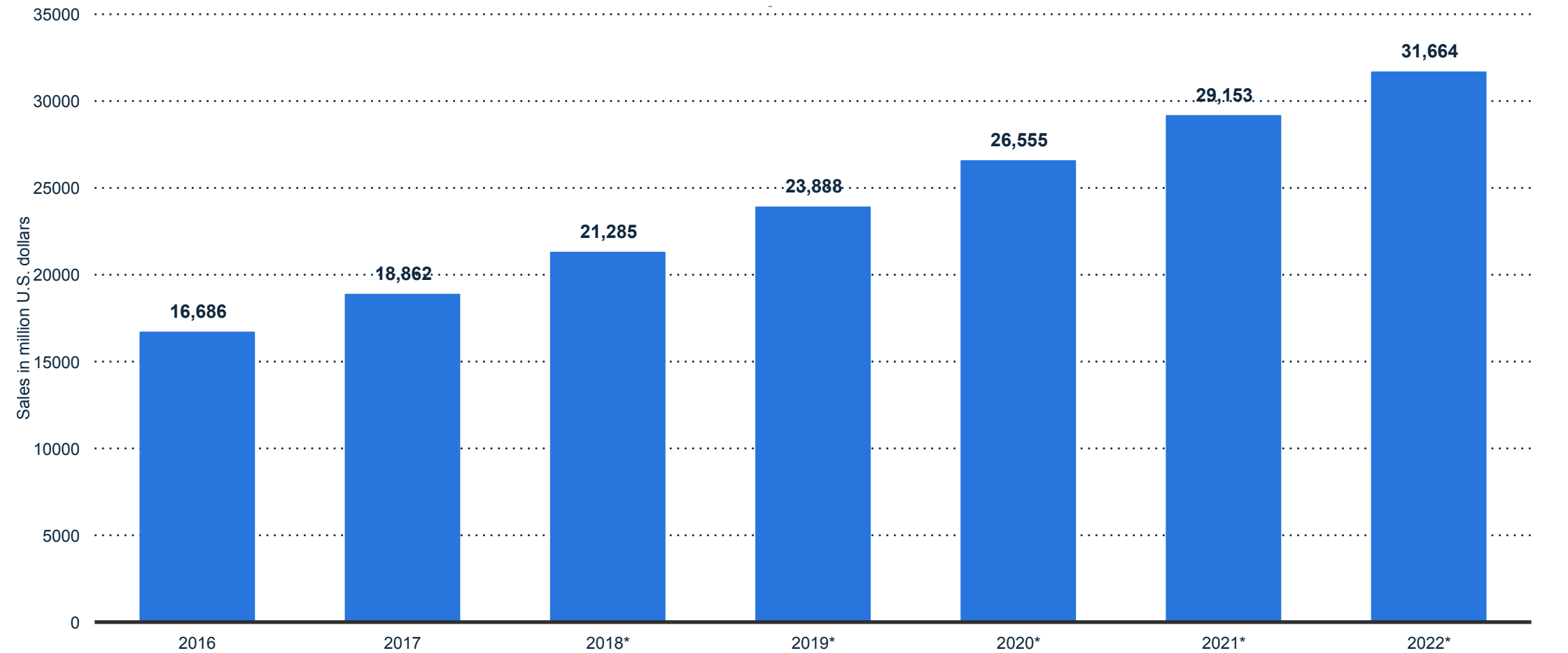
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OVERVIEW

E-commerce in Brazil

Retail e-commerce sales in Brazil from 2016 to 2022 (in million U.S. dollars)

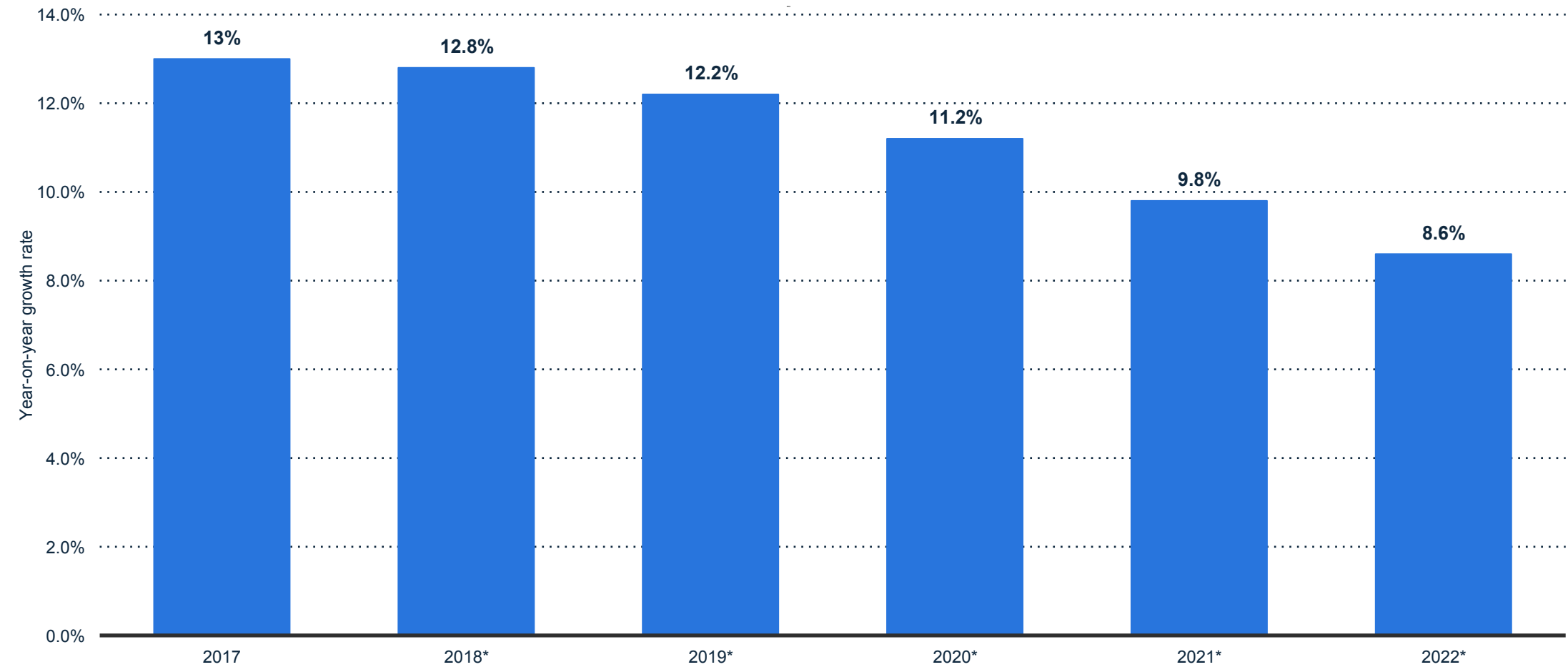
Brazil: retail e-commerce sales 2016-2022



Note: Brazil; 2016 and 2017
Further information regarding this statistic can be found on [page 59](#).
Source(s): Statista DMO; Statista; [ID 289746](#)

Annual retail e-commerce sales growth in Brazil from 2017 to 2022

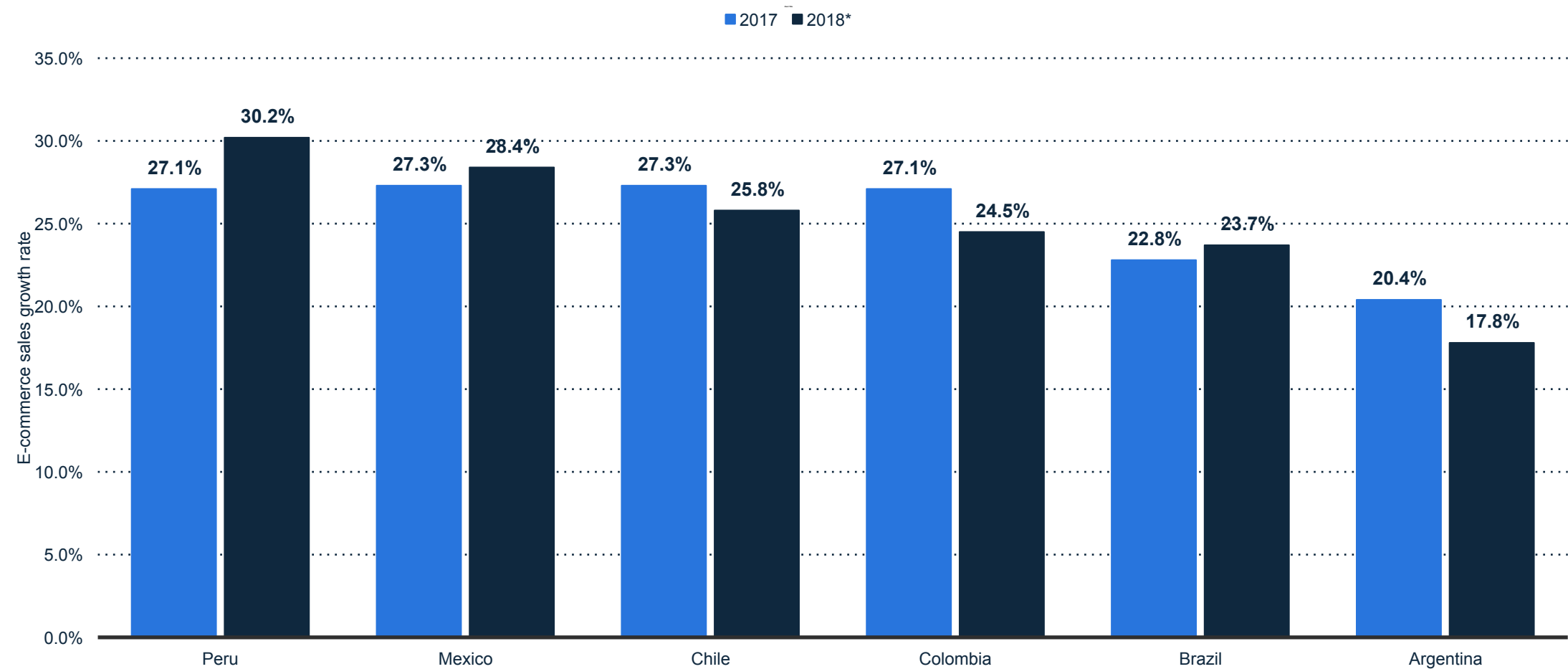
Brazil: retail e-commerce sales growth 2017-2022



Note: 2017
Further information regarding this statistic can be found on [page 60](#).
Source(s): Statista; Statista DMO; [ID 446040](#)

Growth rate of e-commerce in selected Latin American countries in 2017 and 2018

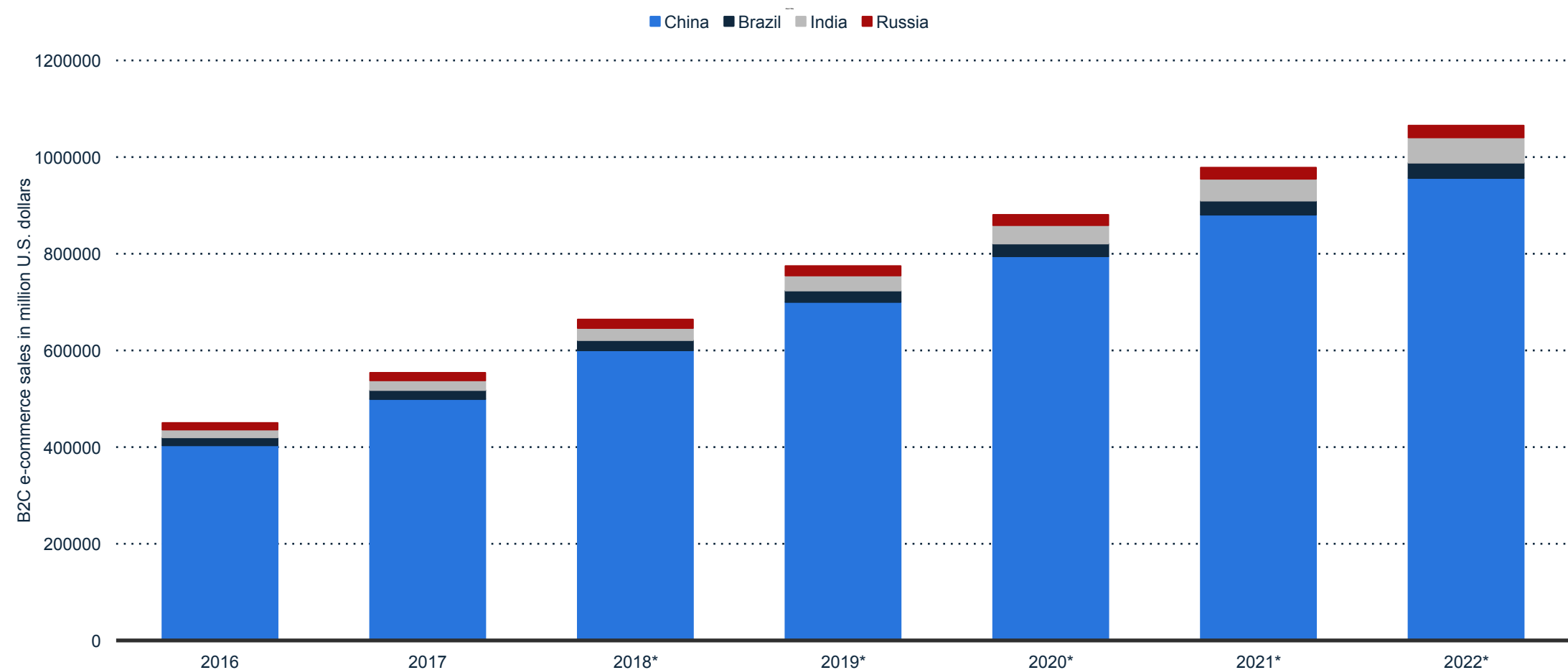
Latin America: online shopping growth rate 2017-2018, by country



Note: 2017; Compared to the previous year
Further information regarding this statistic can be found on [page 61](#).
Source(s): BBVA; IDC; [ID 880469](#)

Retail e-commerce sales in BRIC countries in from 2016 to 2022 (in million U.S. dollars)

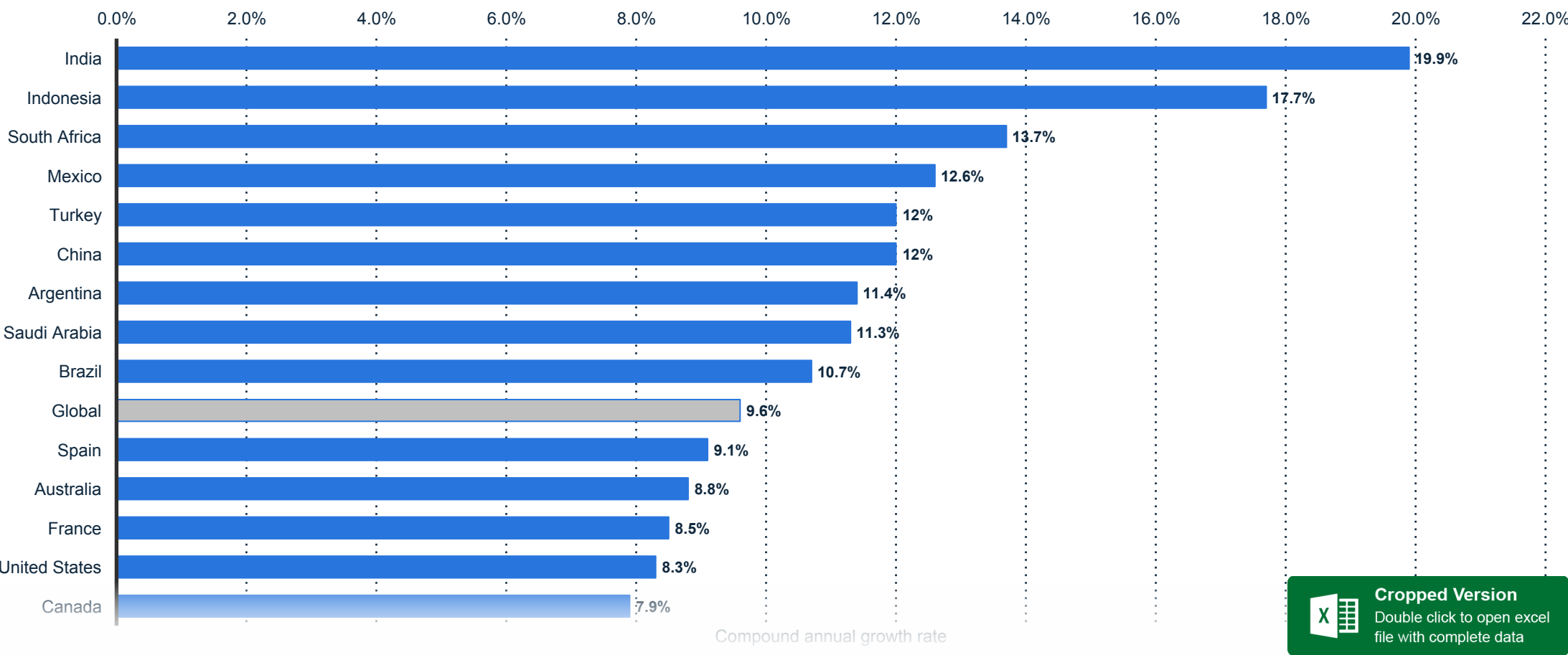
BRIC retail e-commerce sales 2016-2022



Note: Worldwide; 2016 to 2017; China data excluding HK
Further information regarding this statistic can be found on [page 62](#).
Source(s): Statista; Statista DMO; [ID 255268](#)

Retail e-commerce sales CAGR forecast in selected countries from 2018 to 2022

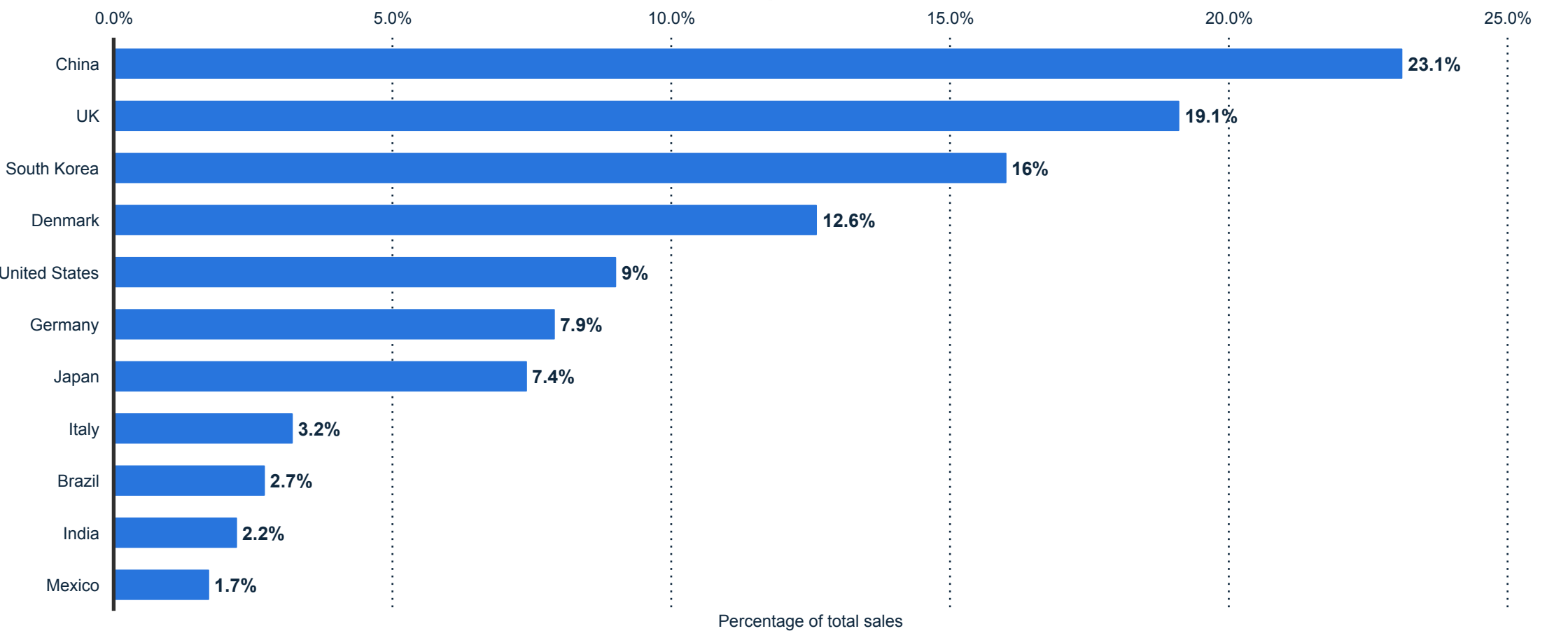
Digital Market Outlook: retail e-commerce sales CAGR in selected markets 2018-2022



Note: Worldwide; 2018
Further information regarding this statistic can be found on [page 63](#).
Source(s): Statista; Statista DMO; [ID 220177](#)

E-commerce sales as percentage of total retail sales in selected countries in 2017

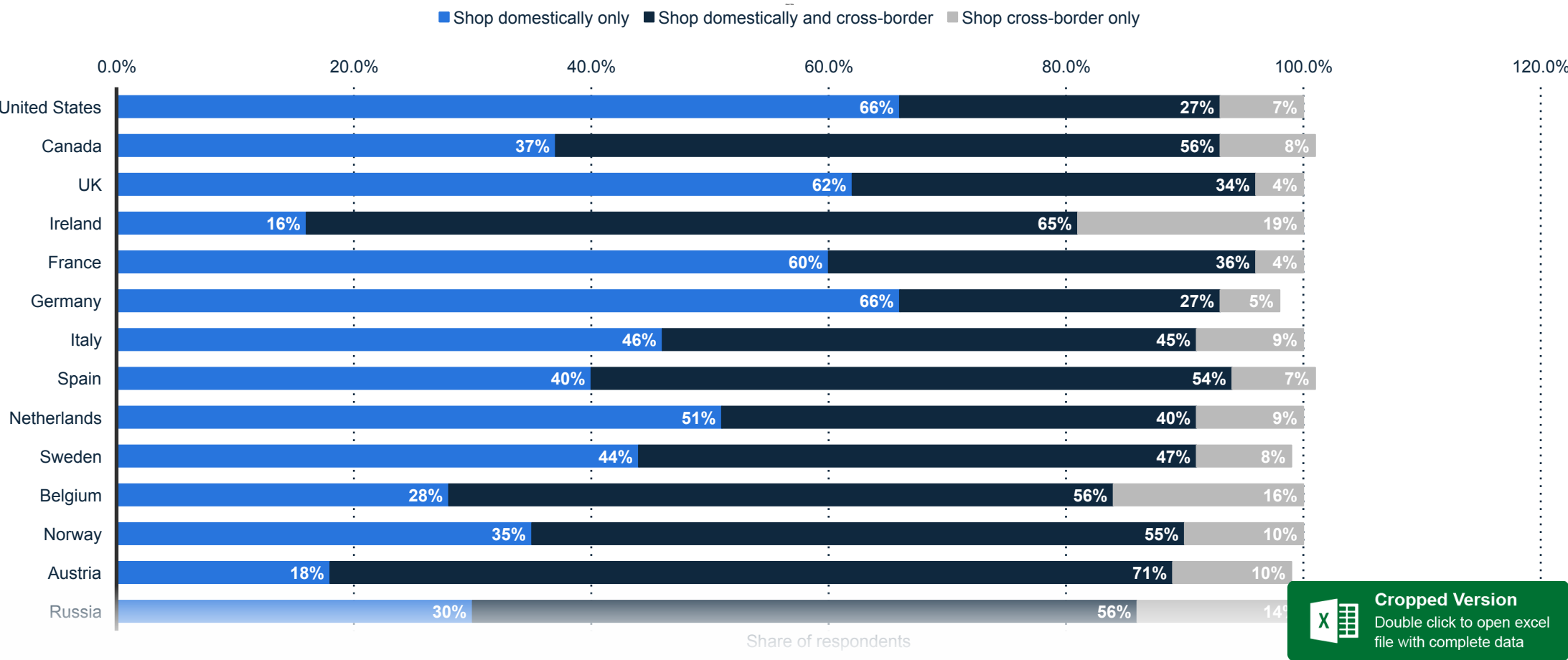
E-retail as share of total retail sales in selected countries 2017



Note: Worldwide; 2017
Further information regarding this statistic can be found on [page 64](#).
Source(s): eMarketer; [ID 255083](#)

Usage of cross-border e-commerce in selected countries as of May 2018

Global cross-border e-commerce 2018



Note: Worldwide; March to May 2018; 18 years and older; 25,228; online shoppers
Further information regarding this statistic can be found on [page 65](#).
Source(s): PayPal; Ipsos; [ID 348108](#)



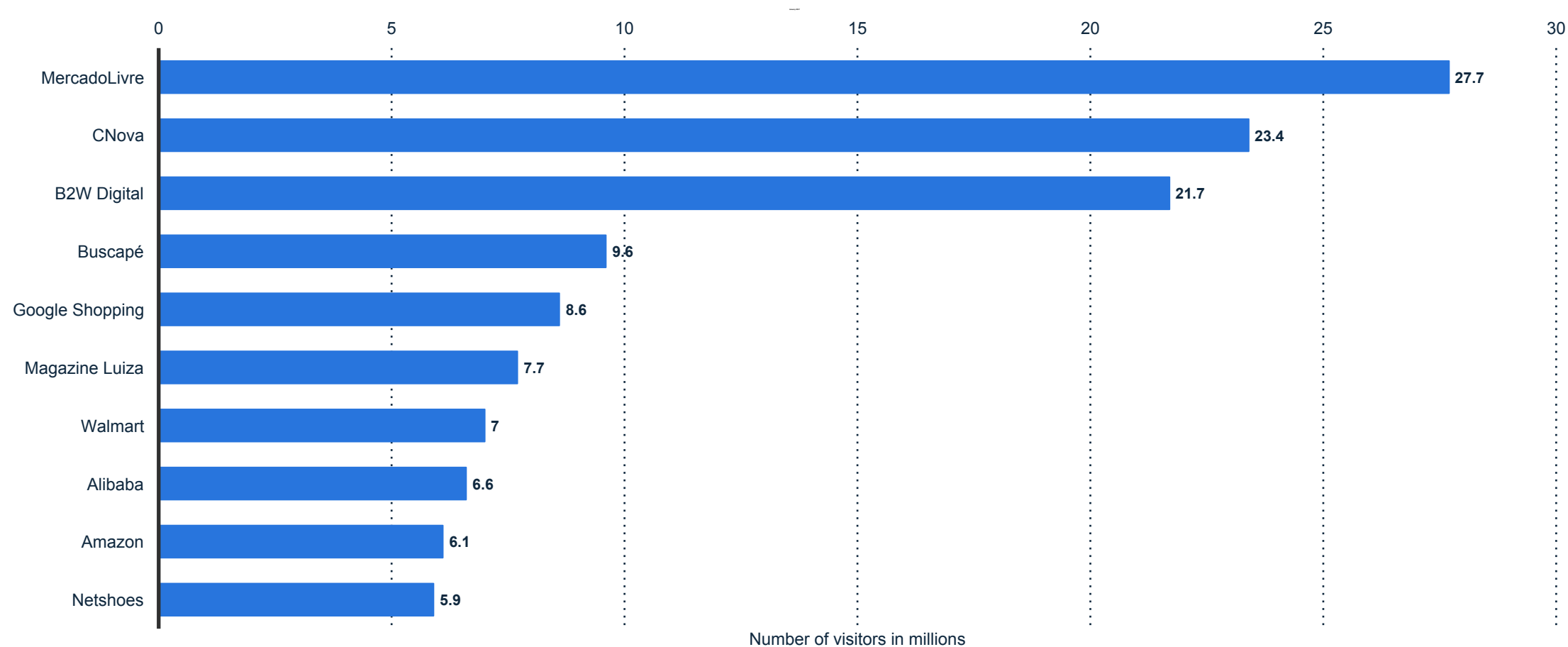
LEADING ONLINE RETAILERS

E-commerce in Brazil



Most popular online retailers in Brazil in January 2017, based on number of unique visitors (in millions)

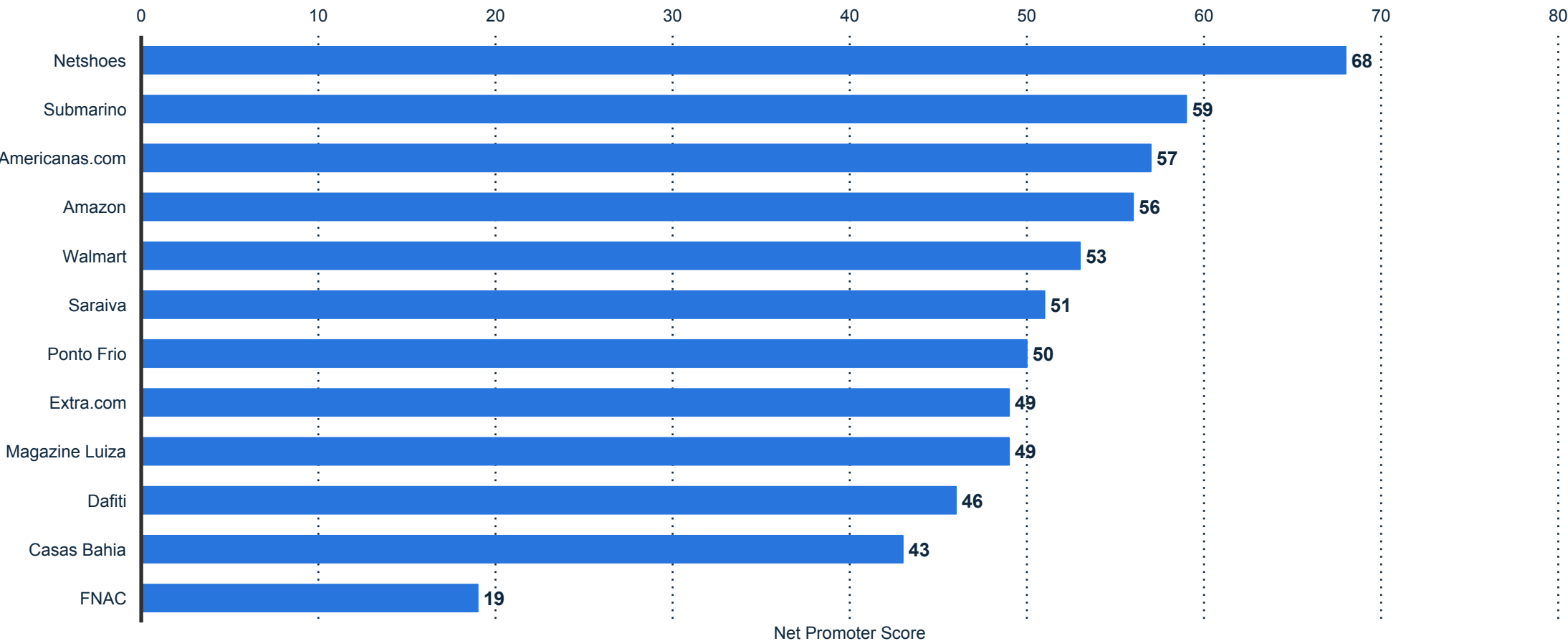
Most-visited online retailers in Brazil 2017



Note: Brazil; January 2017; 6 years and older; Only through desktop PCs, excluding mobile shopping
Further information regarding this statistic can be found on [page 66](#).
Source(s): comScore (Media Metrix); eMarketer; [ID 254739](#)

Leading e-commerce retailers in Brazil in 2017, by Net Promoter Score (NPS)

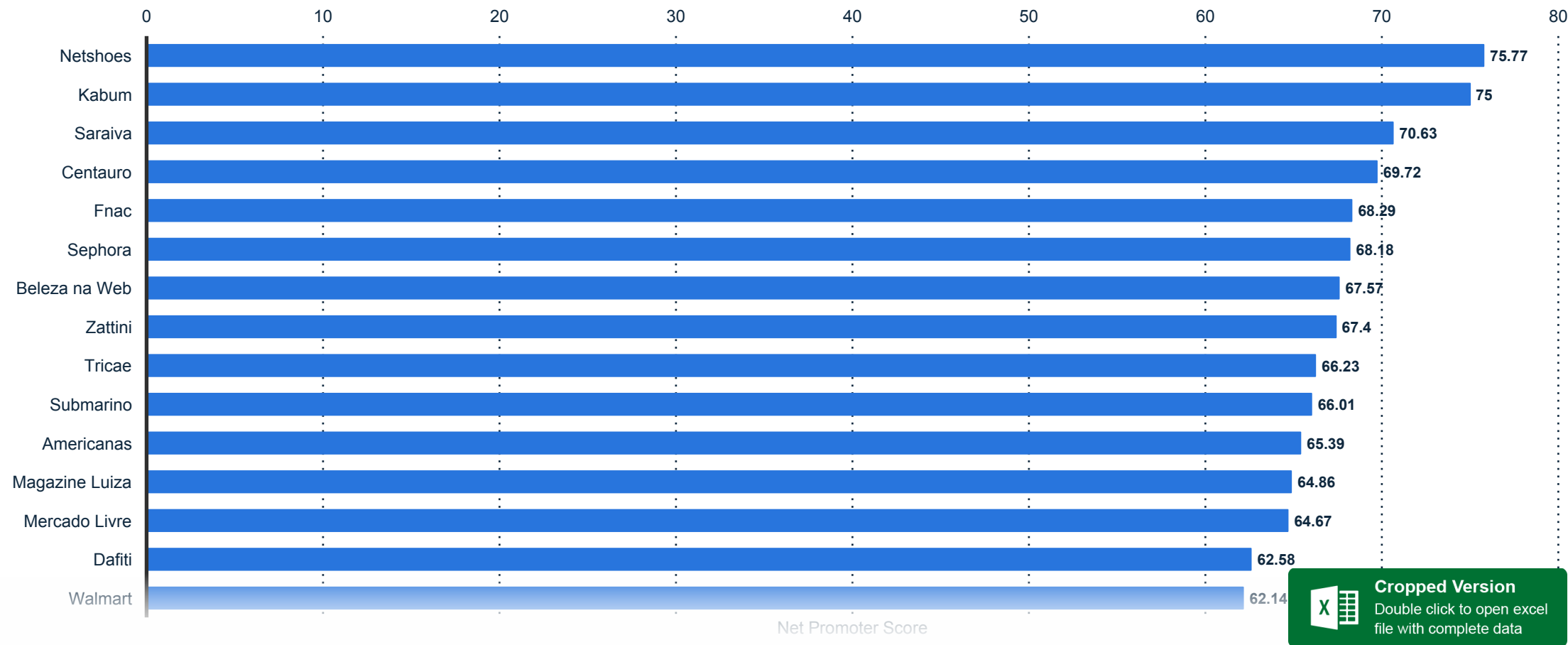
Brazil: leading e-commerce retailers 2017, by Net Promoter Score



Note: Brazil; 2017; 1,848 customers
Further information regarding this statistic can be found on [page 67](#).
Source(s): Opinion Box; Net Promoter Score; NetSol; Tracksale; [ID 801037](#)

Net Promoter Score of selected online shopping portals in Brazil in 2017

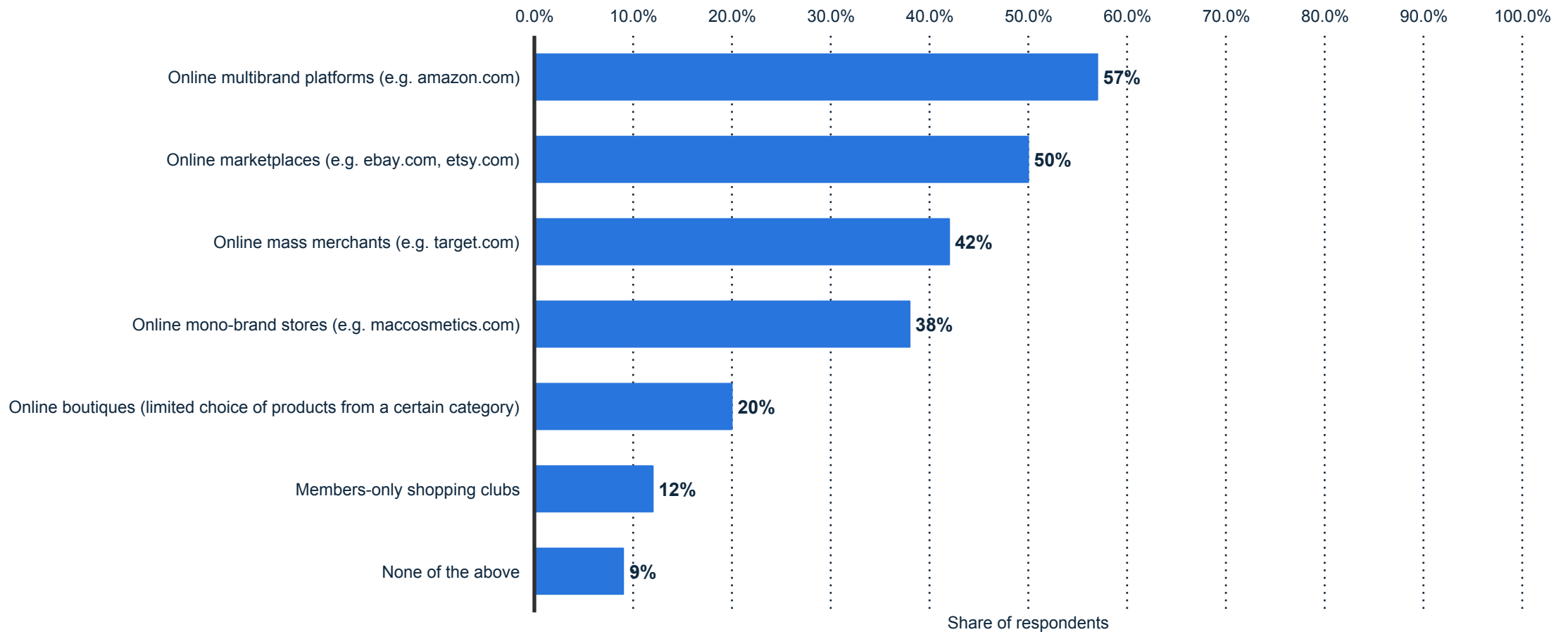
Brazil: Net Promoter Score of online shopping portals 2017



Note: Brazil; September 21 to October 2, 2017; 2,000
Further information regarding this statistic can be found on [page 68](#).
Source(s): Net Promoter Score; Conecta; IBOPE (DTM); [ID 802164](#)

Which of these types of online shops have you bought something from in the past 12 months?

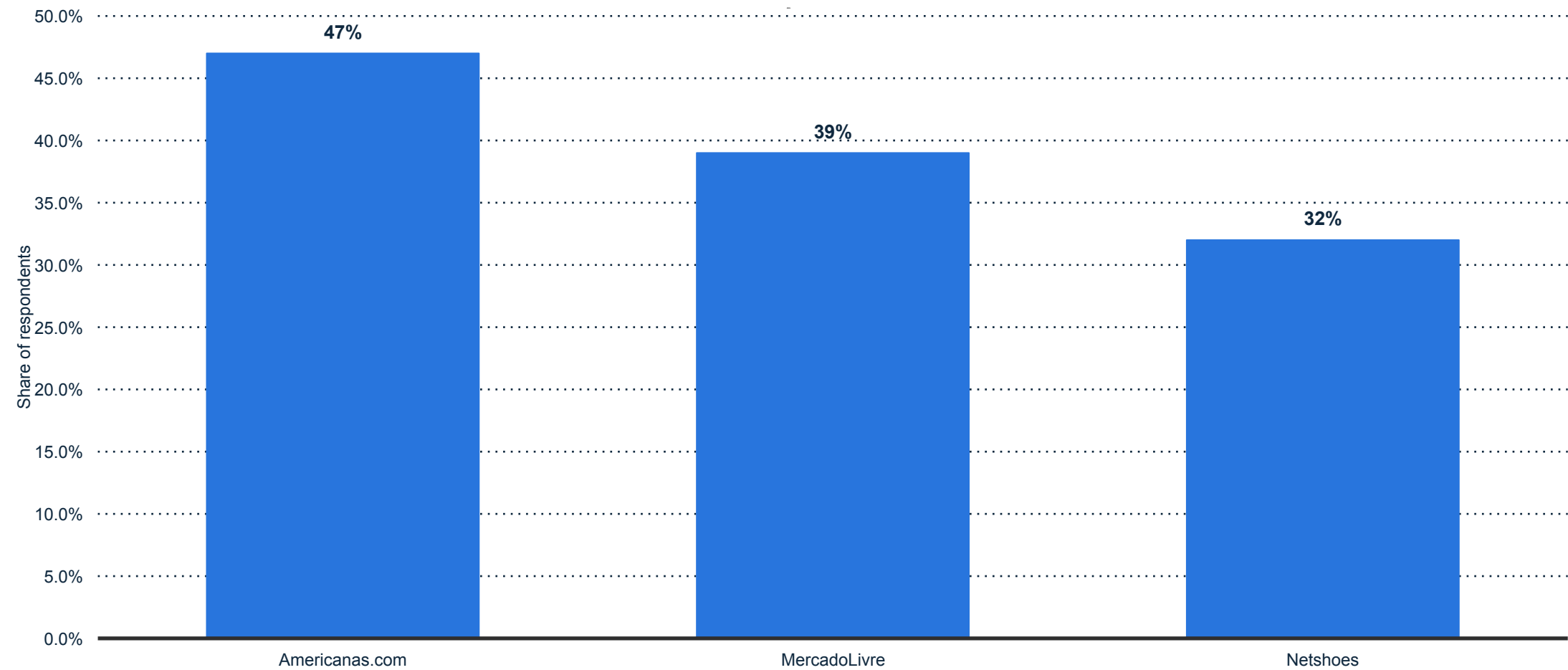
Popular types of online shops in Brazil 2017



Note: Brazil; Dec 11 to Dec 18, 2017; 18 to 64 years; 1,041
Further information regarding this statistic can be found on [page 69](#).
Source(s): Statista Survey (Global Consumer Survey); [ID 822782](#)

In which e-commerce website in Brazil did you make a purchase in the last twelve months?

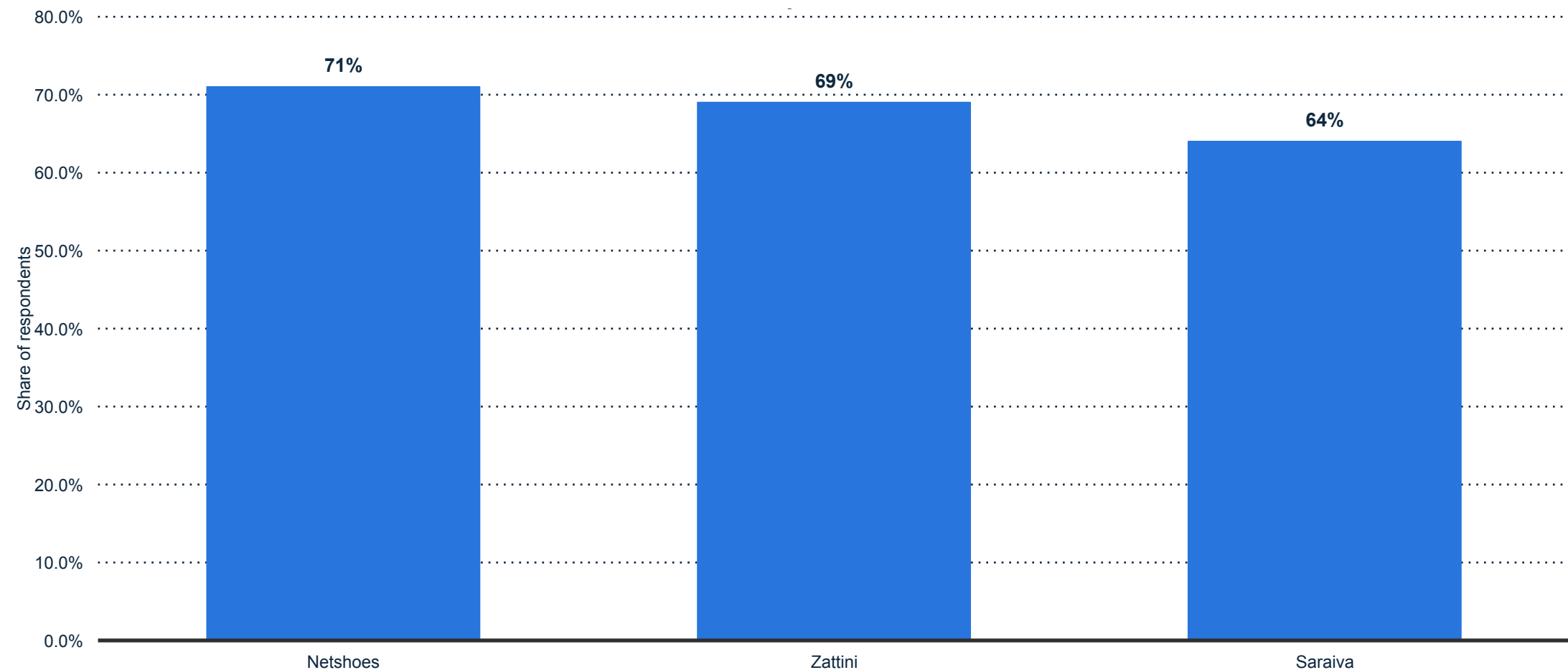
Brazil: most used e-commerce websites 2016



Note: Brazil; September 2016; 16 years and older; 2,000 internet users
Further information regarding this statistic can be found on [page 70](#).
Source(s): Conecta (IBOPE); IBOPE (DTM); Website (ecommercenews.com.br); [ID 749836](#)

Which e-commerce website in Brazil would you recommend?

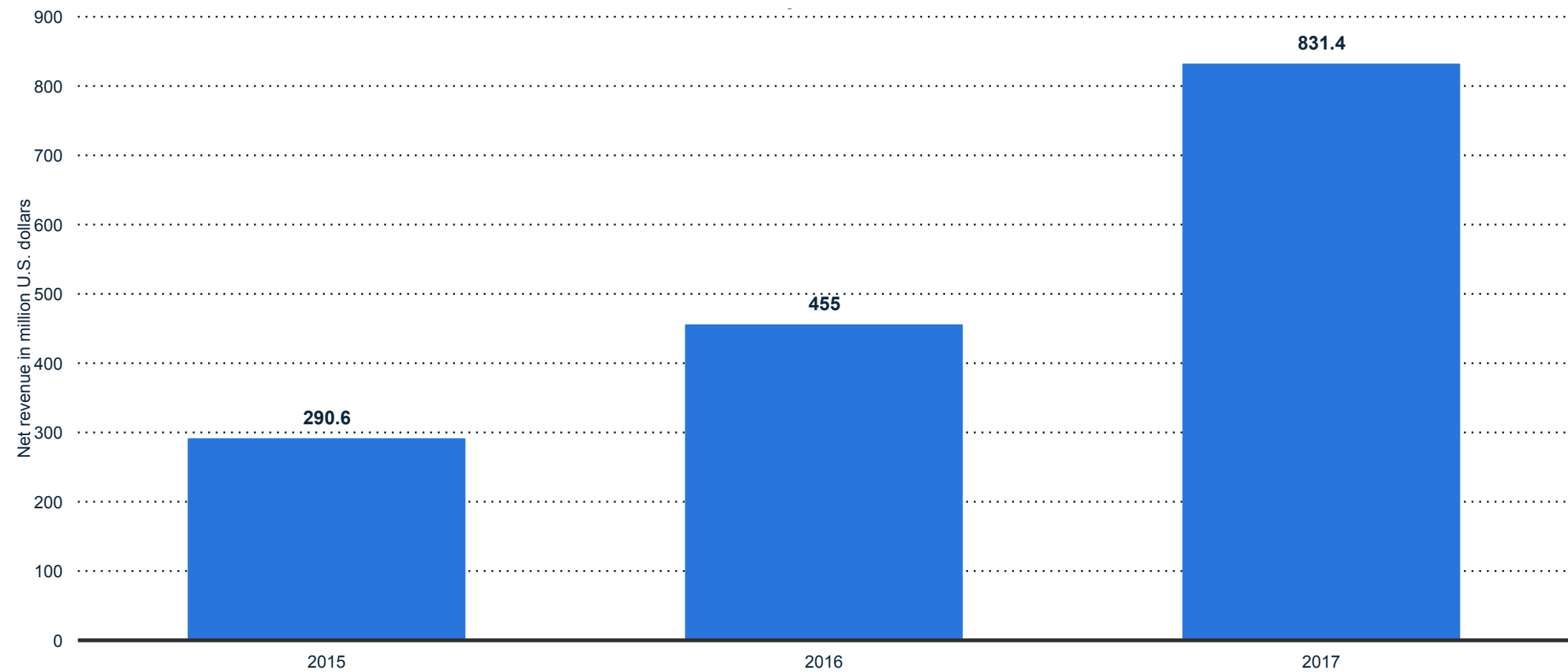
Brazil: favorite e-commerce sites among consumers 2016



Note: Brazil; September 2016; 16 years and older; 2,000 internet users
Further information regarding this statistic can be found on [page 71](#).
Source(s): Conecta (IBOPE); IBOPE (DTM); [ID 749819](#)

Net revenue generated by Mercado Livre in Brazil from 2015 to 2017 (in million U.S. dollars)

Mercado Livre revenue in Brazil 2015-2017



Note: 2015 to 2017
Further information regarding this statistic can be found on [page 72](#).
Source(s): MercadoLibre; [ID 730537](#)



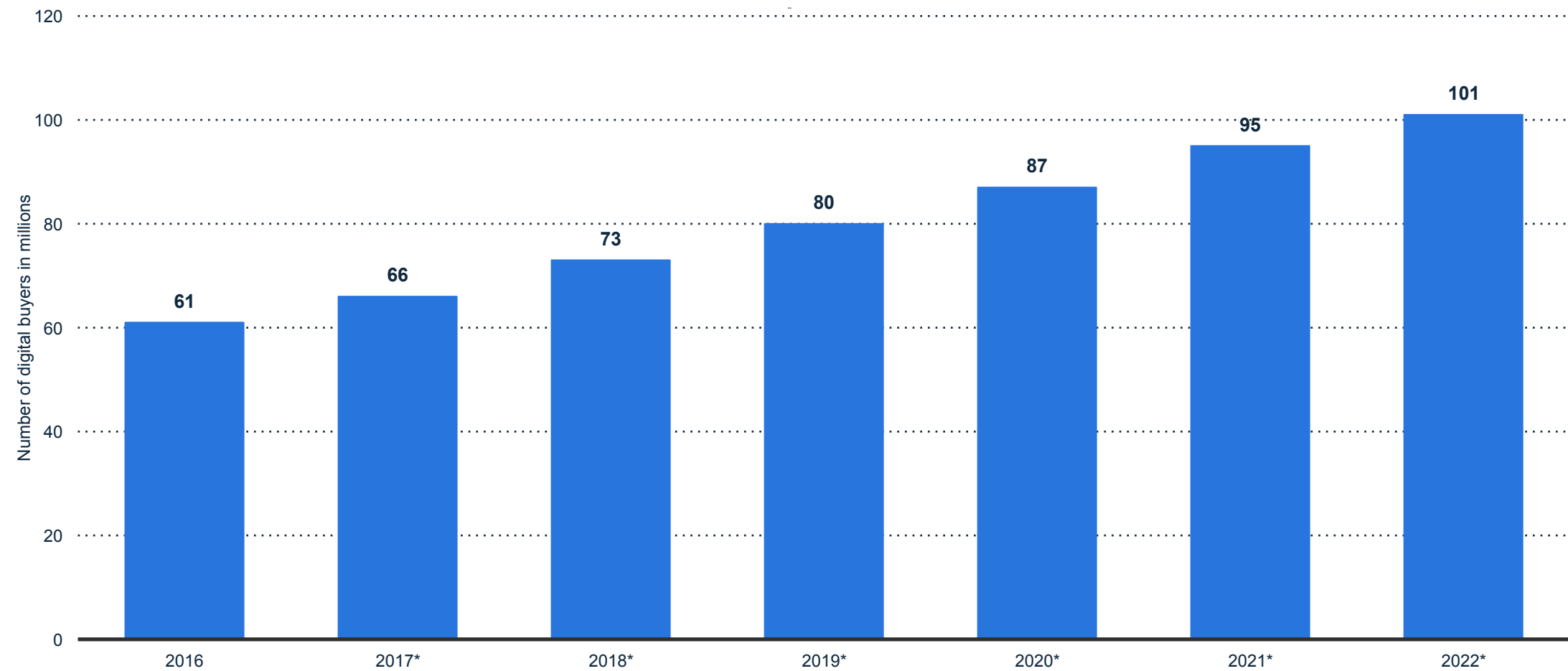
DIGITAL SHOPPERS

E-commerce in Brazil



Number of digital buyers in Brazil from 2016 to 2022 (in millions)

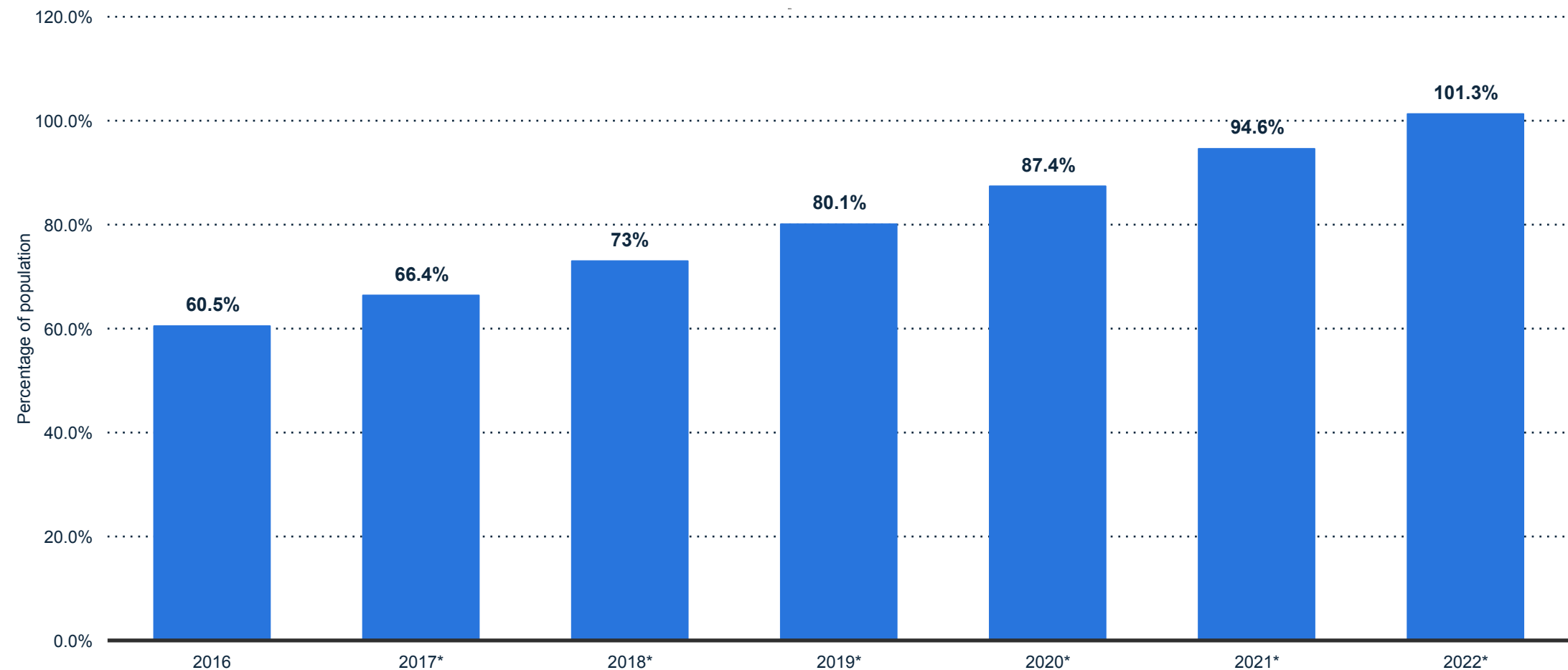
Brazil: number of digital buyers 2016-2022



Note: Brazil; 2015 and 2016; 16 years and older; number of active paying customers (or accounts)
Further information regarding this statistic can be found on [page 73](#).
Source(s): Statista (Digital Market Outlook); [ID 251659](#)

Digital buyer penetration in Brazil from 2016 to 2022

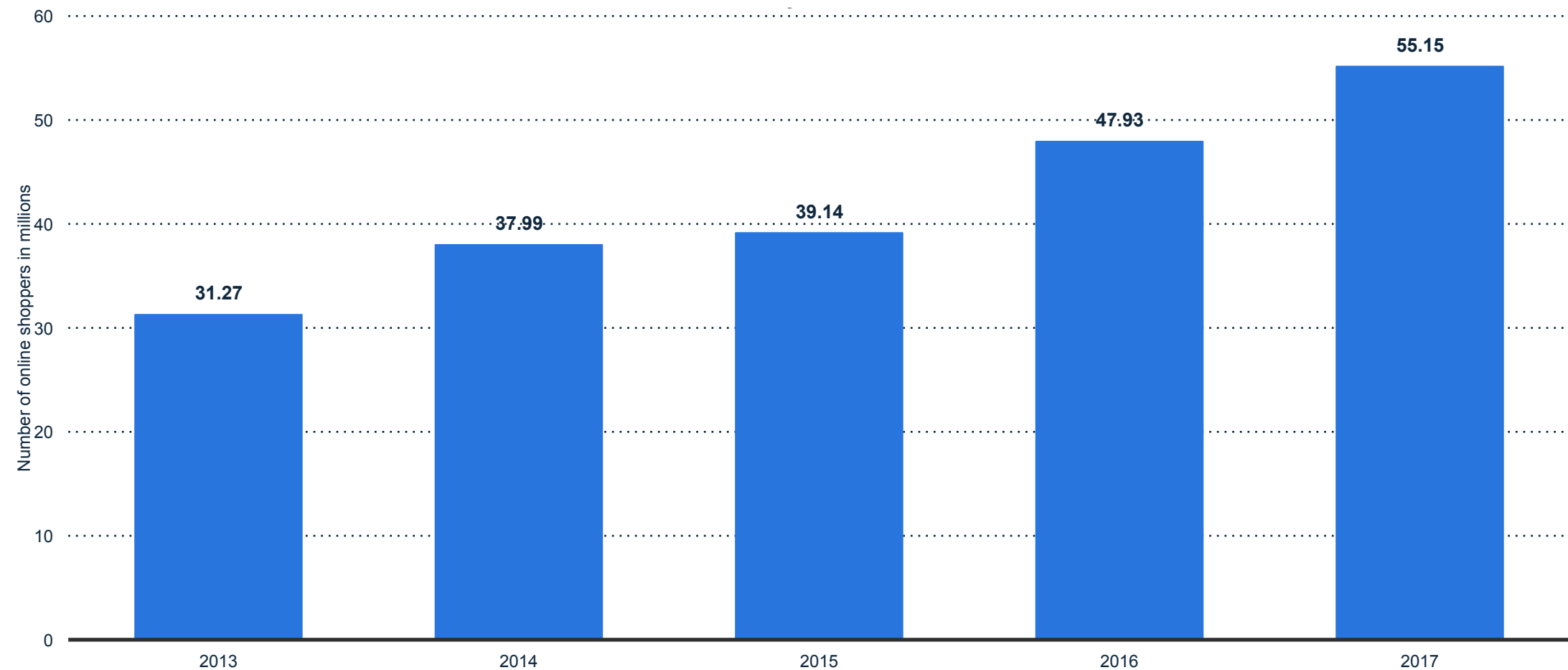
Brazil: digital buyer penetration 2016-2022



Note: Brazil; 2016; 16 years and older; number of active paying customers (or accounts)
Further information regarding this statistic can be found on [page 74](#).
Source(s): Statista (Digital Market Outlook); [ID 252404](#)

Number of online shopping users in Brazil from 2013 to 2017 (in millions)

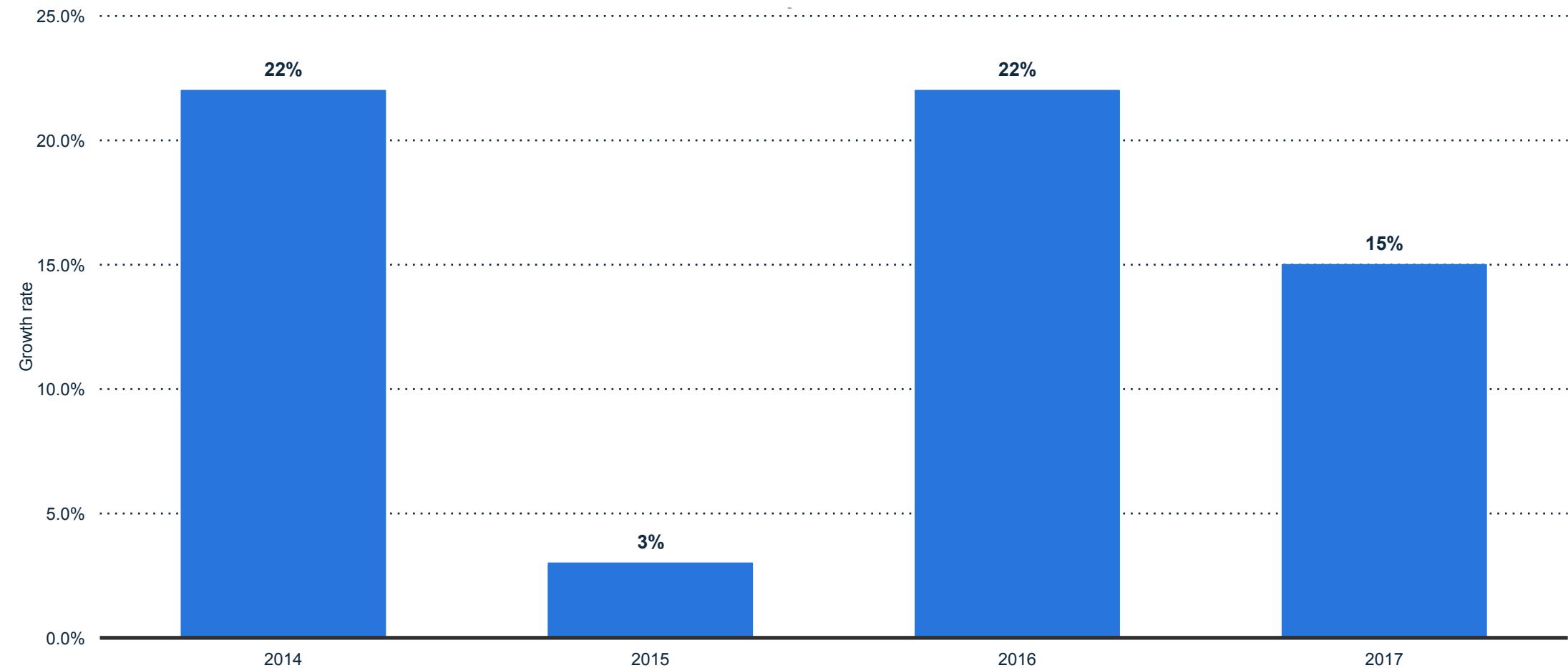
Brazil: number of digital buyers 2013-2017



Note: Brazil; Active online consumers
Further information regarding this statistic can be found on [page 75](#).
Source(s): Ebit; UOL; [ID 781695](#)

Annual change in the number of online shopping users in Brazil from 2014 to 2017

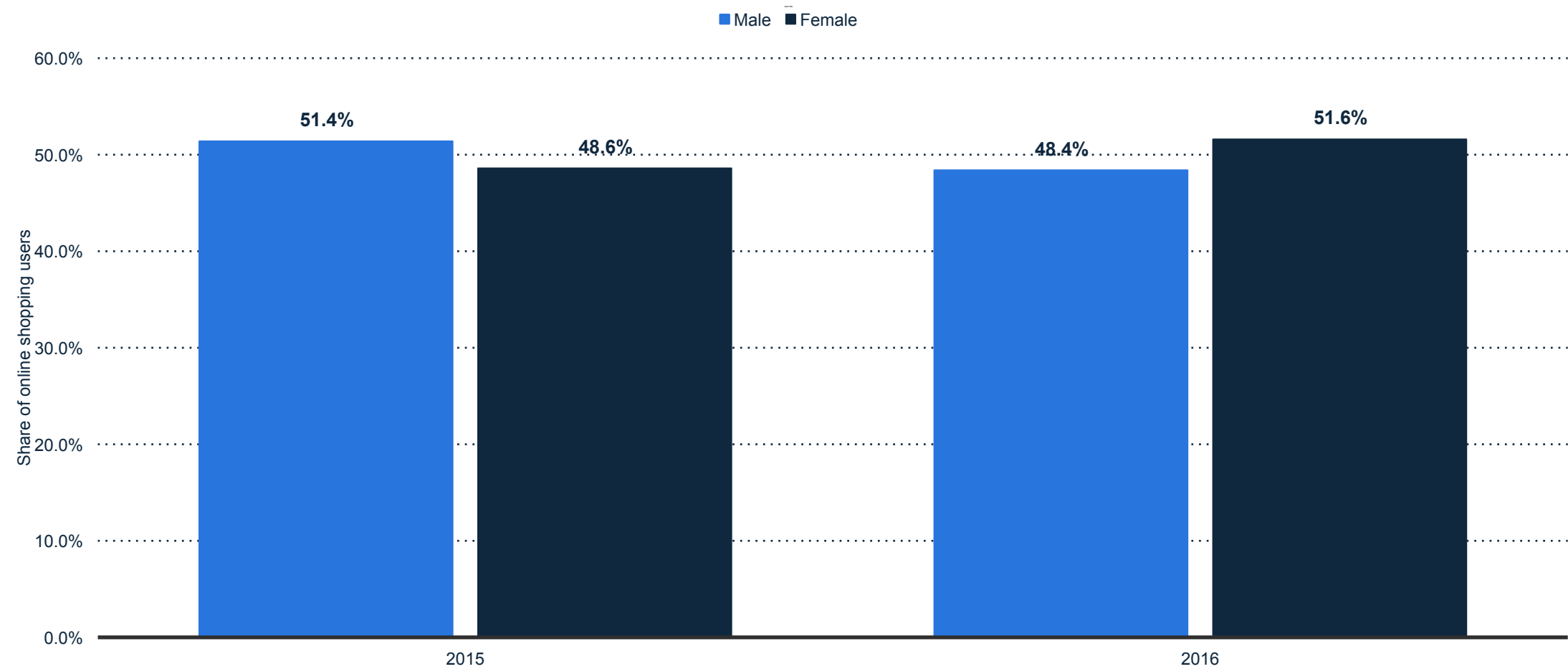
Brazil: digital buyers growth rate 2014-2017



Note: Based on number of active online consumers
Further information regarding this statistic can be found on [page 76](#).
Source(s): Ebit; UOL; [ID 781711](#)

Distribution of online shopping users in Brazil in 2015 and 2016, by gender

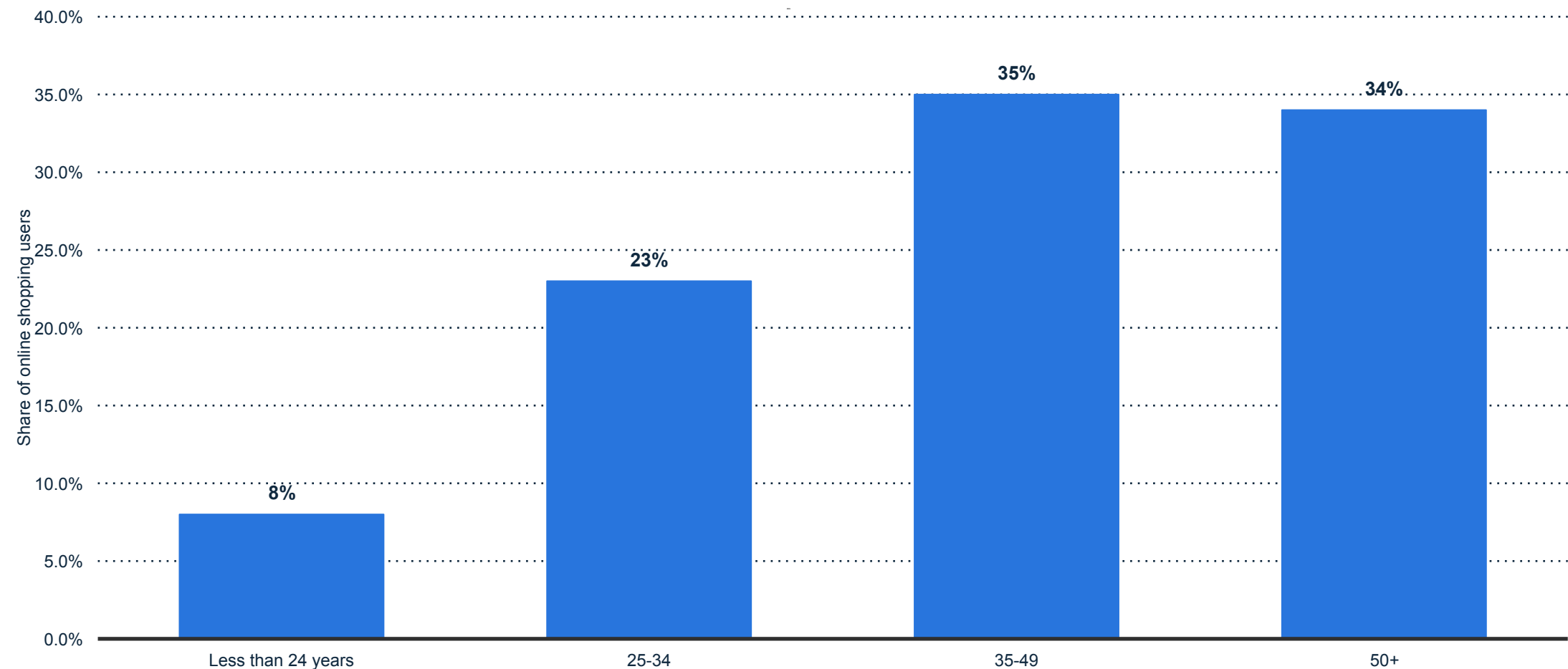
Brazil: gender distribution of digital buyers 2015-2016



Note: Brazil; 2015 and 2016
Further information regarding this statistic can be found on [page 77](#).
Source(s): Ebit; [ID 519739](#)

Distribution of online shopping users in Brazil in 2016, by age group

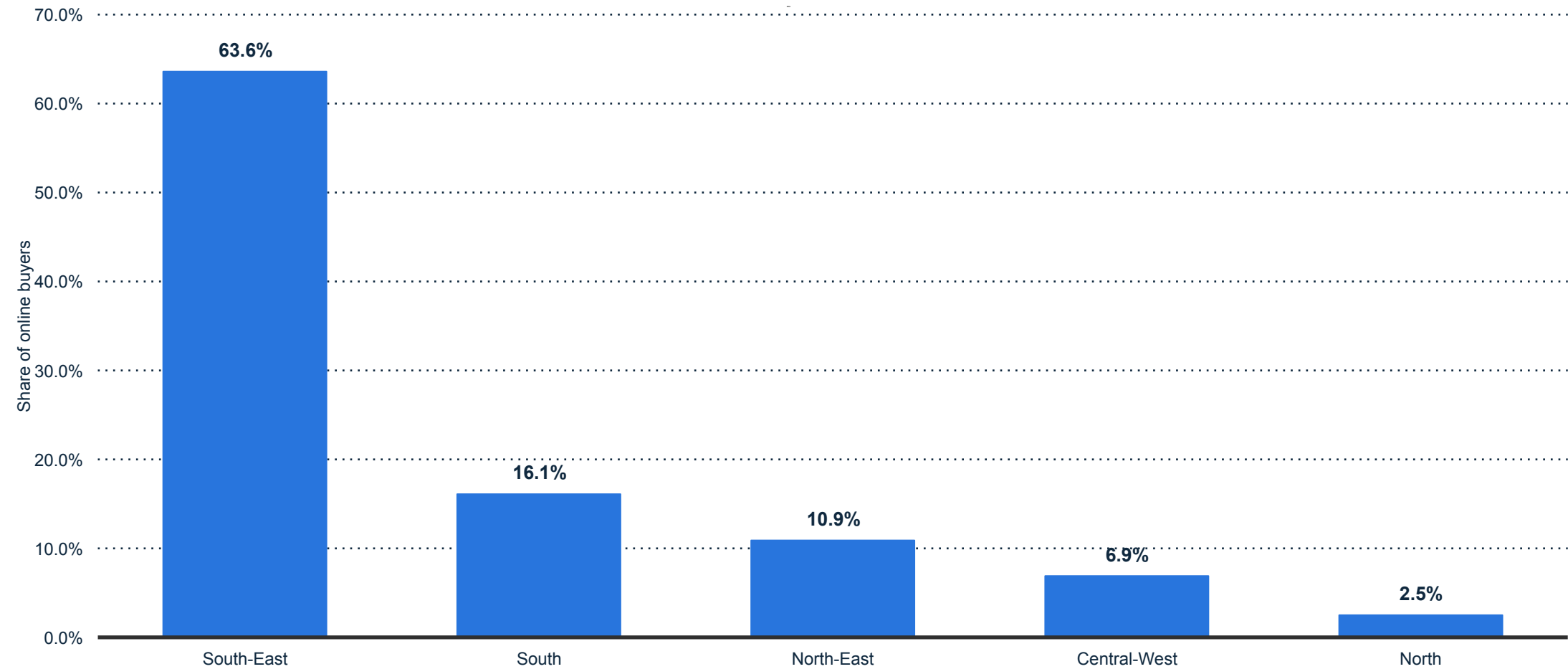
Brazil: age distribution of digital buyers 2016



Note: Brazil; 2016
Further information regarding this statistic can be found on [page 78](#).
Source(s): Ebit; [ID 519746](#)

Distribution of online shoppers in Brazil in 2017, by region

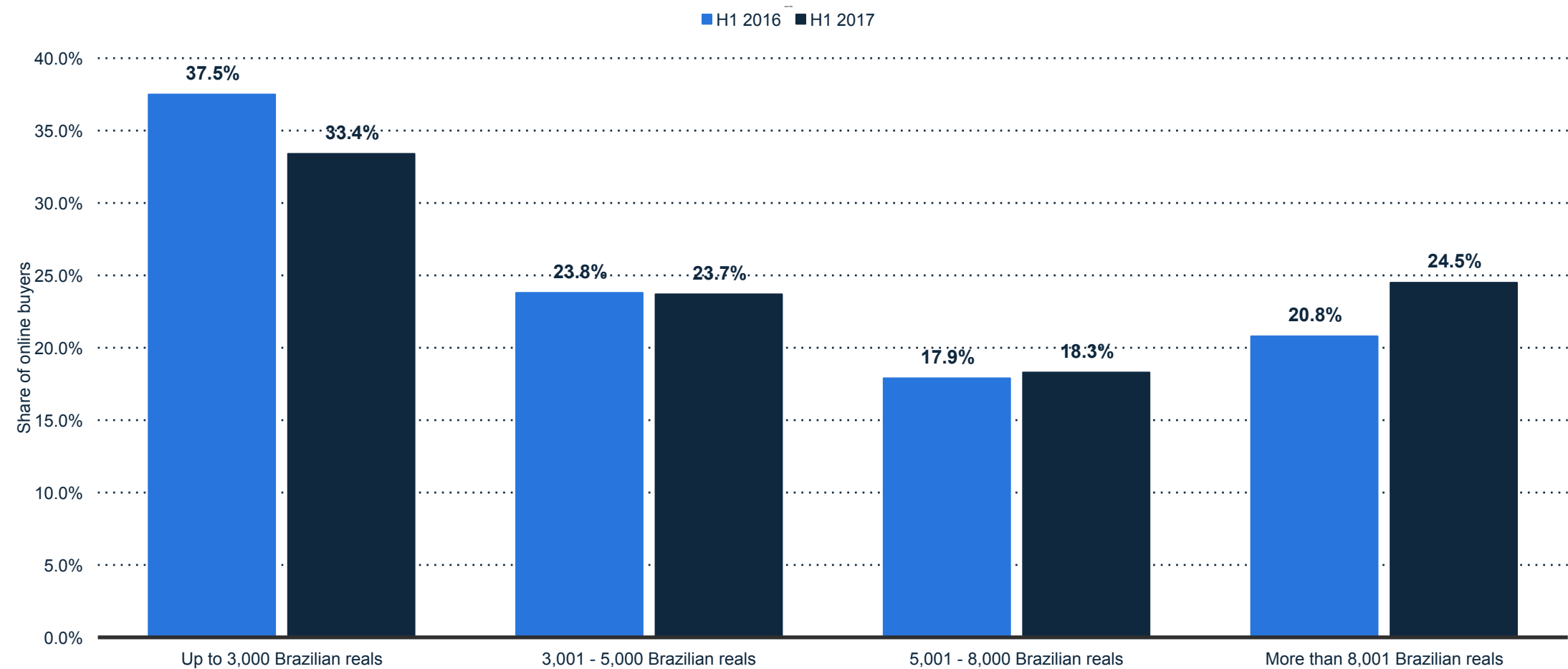
Brazil: online shoppers in 2017, by region



Note: 2017; Based on delivery address
Further information regarding this statistic can be found on [page 79](#).
Source(s): Ebit; UOL; [ID 770077](#)

Distribution of online shoppers in Brazil in 1st half of 2016 and 2017, by household income

Brazil: online shoppers 2016-2017, by income



Note: Brazil; H1 2016 and H1 2017
Further information regarding this statistic can be found on [page 80](#).
Source(s): Ebit; Website (blog.clickqi.com.br); [ID 770052](#)



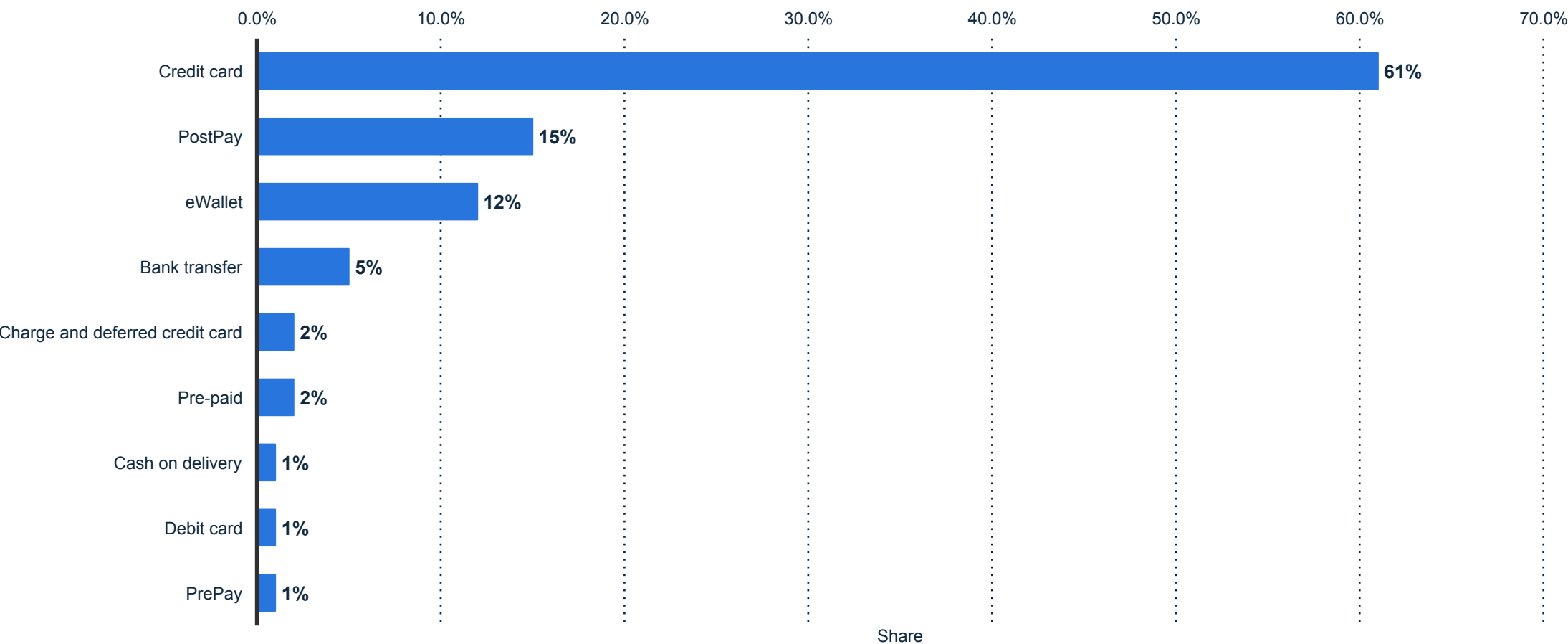
CONSUMER SPENDING

E-commerce in Brazil



Distribution of e-commerce spending in Brazil in 2016, by payment method

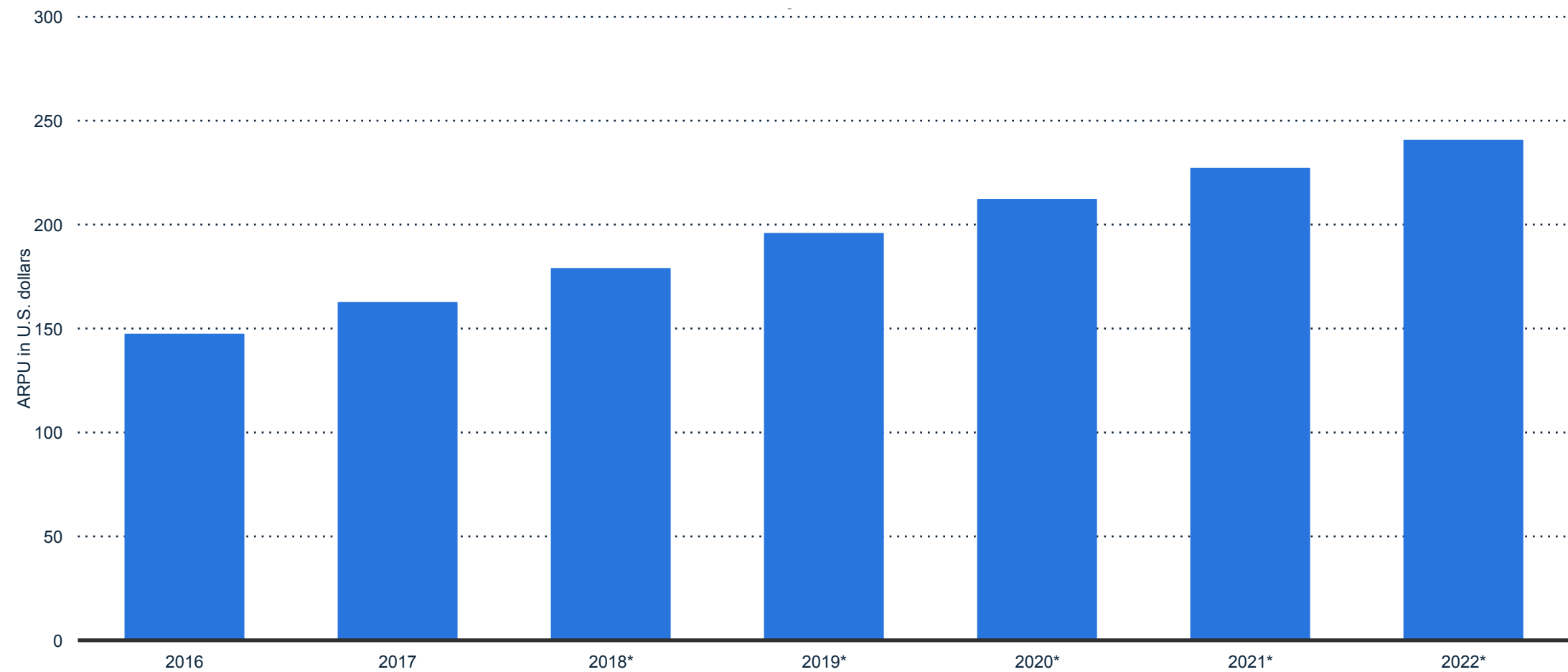
Payment methods e-commerce sales share in Brazil 2016



Note: Brazil, Central and South America; 2016
Further information regarding this statistic can be found on [page 81](#).
Source(s): WorldPay; [ID 734433](#)

Average retail e-commerce revenue per user in Brazil from 2016 to 2022 (in U.S. dollars)

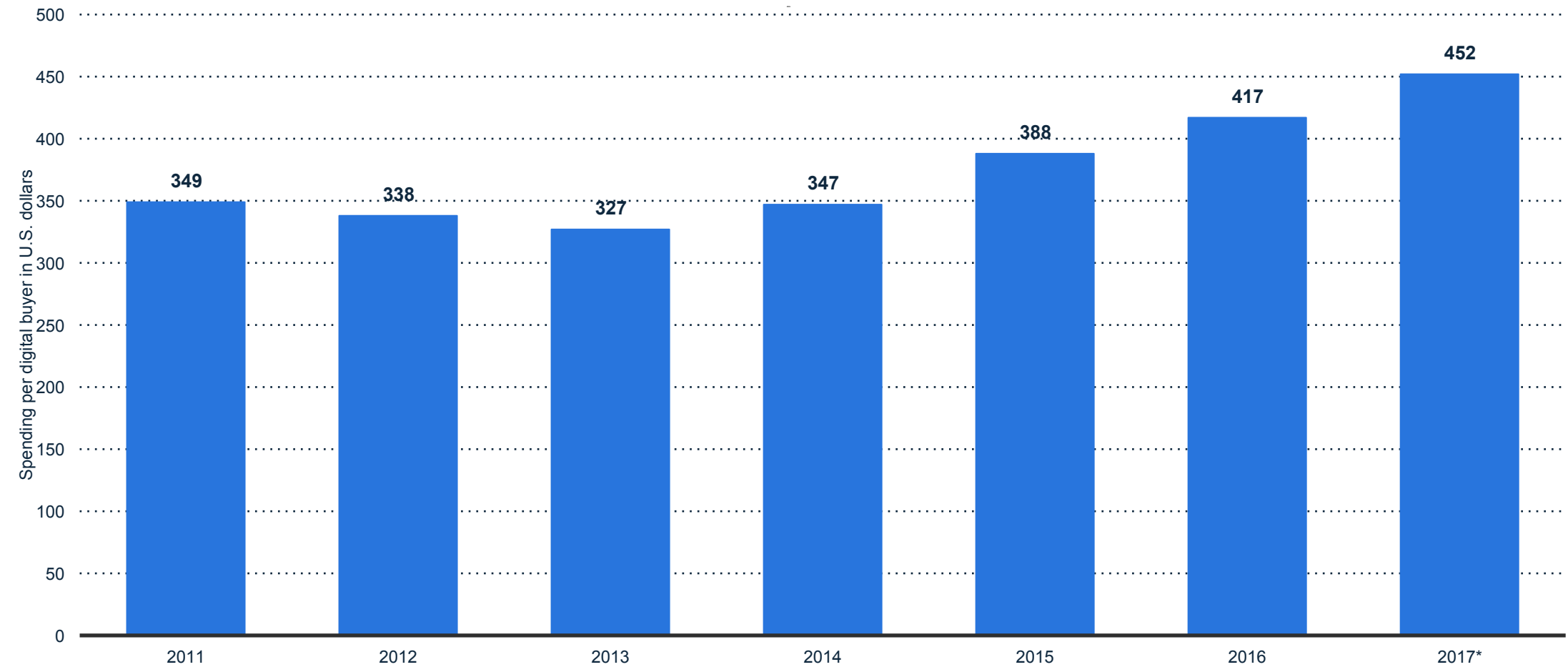
Brazil: retail e-commerce ARPU 2016-2022



Note: Brazil; 2016 and 2017; 16 years and older; active paying customers (or accounts)
Further information regarding this statistic can be found on [page 82](#).
Source(s): Statista; Statista DMO; [ID 256452](#)

Average online shopping value in Brazil from 2011 to 2017 (in Brazilian reais)

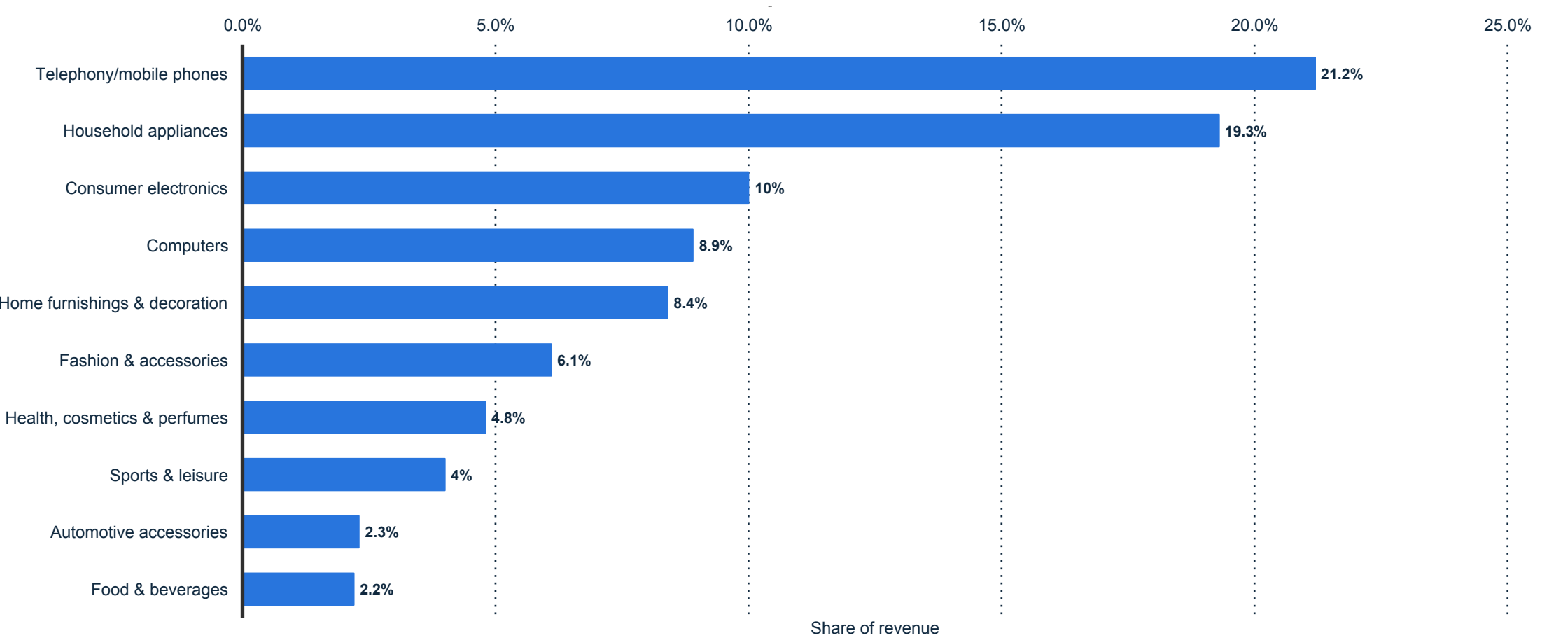
Average online ticket value in Brazil 2011-2017



Note: Brazil; 2011 to 2016
Further information regarding this statistic can be found on [page 83](#).
Source(s): Ebit; [ID 255337](#)

Most popular retail e-commerce categories in Brazil in 2017, by revenue share

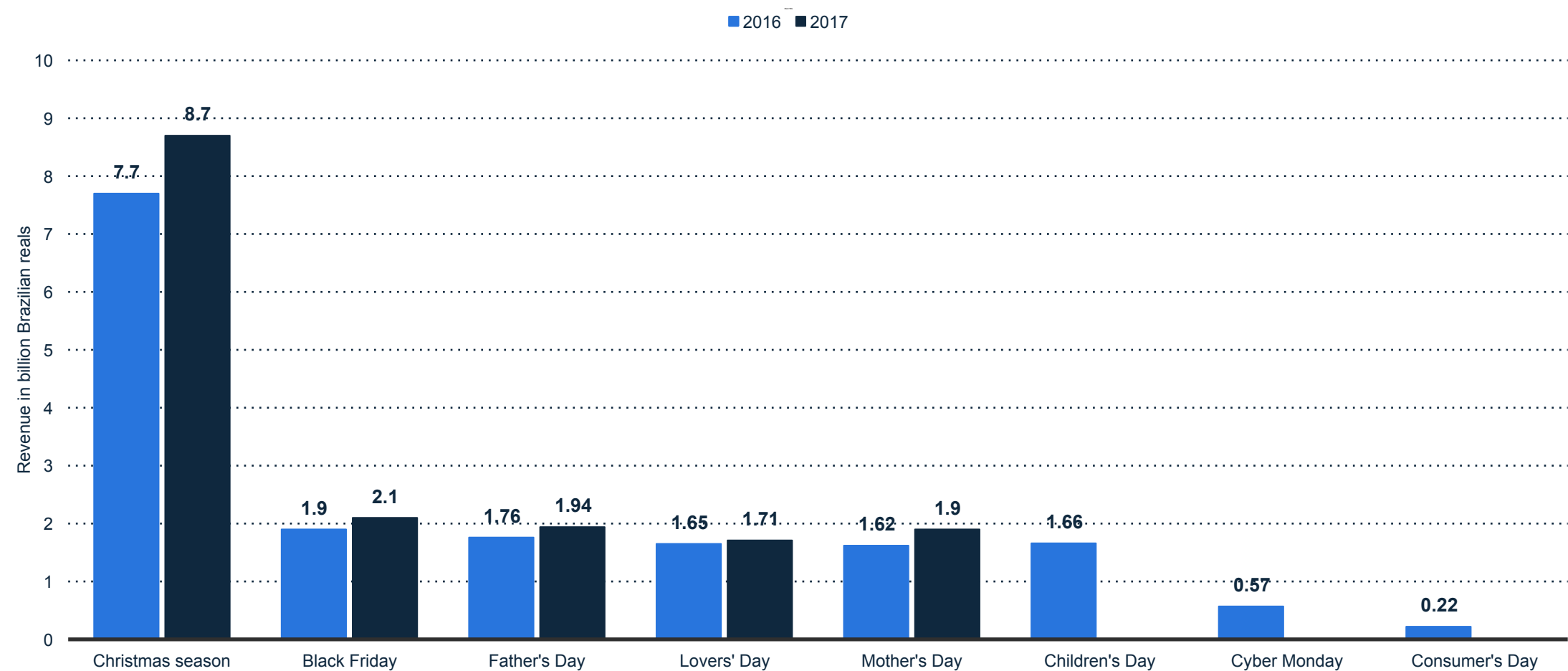
Brazil: retail e-commerce category revenue share 2017



Note: 2017
Further information regarding this statistic can be found on [page 84](#).
Source(s): Ebit; UOL; [ID 682348](#)

Sales revenue generated by online shopping on selected days in Brazil in 2016 and 2017 (in billion Brazilian reais)

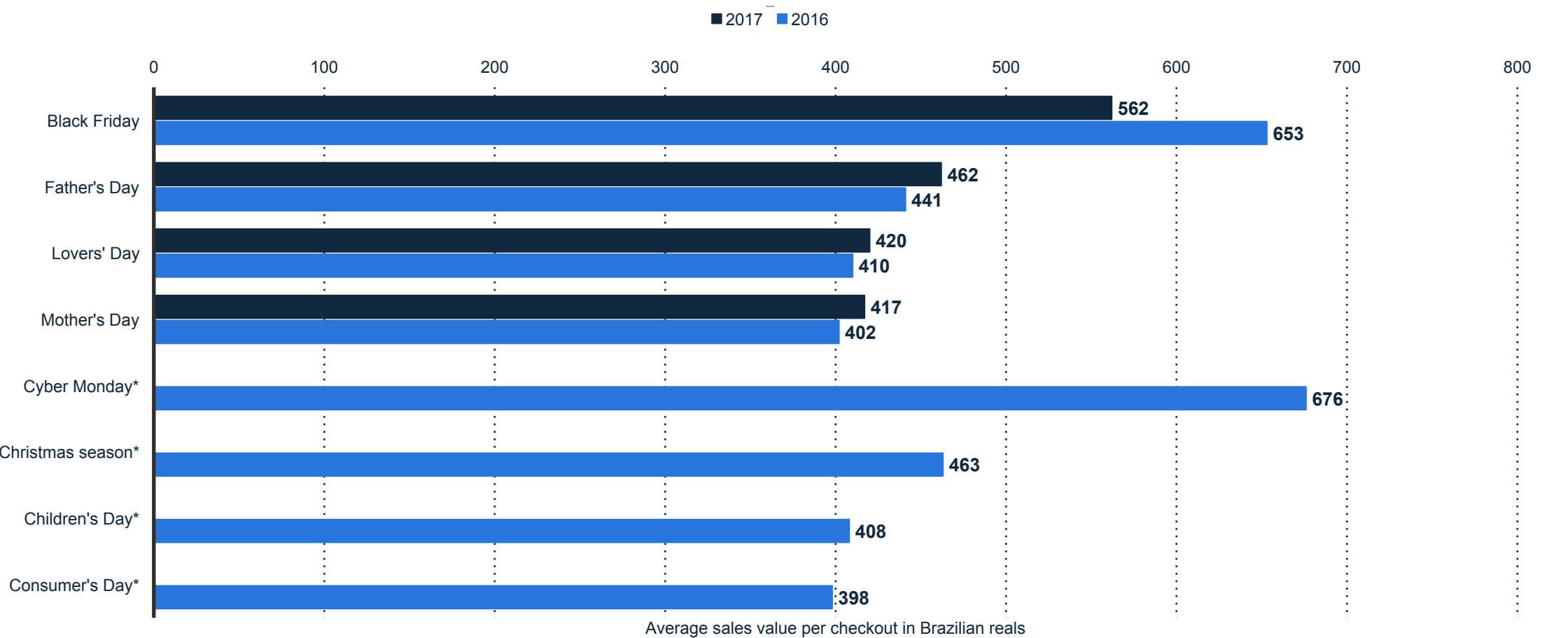
Brazil: online shopping revenue 2016-2017, by holiday



Note: Brazil; 2016 and 2017
Further information regarding this statistic can be found on [page 85](#).
Source(s): Ebit; Profissional de E-commerce; [ID 814317](#)

Average sales value per checkout in online shopping on selected days in Brazil in 2016 and 2017 (in Brazilian reais)

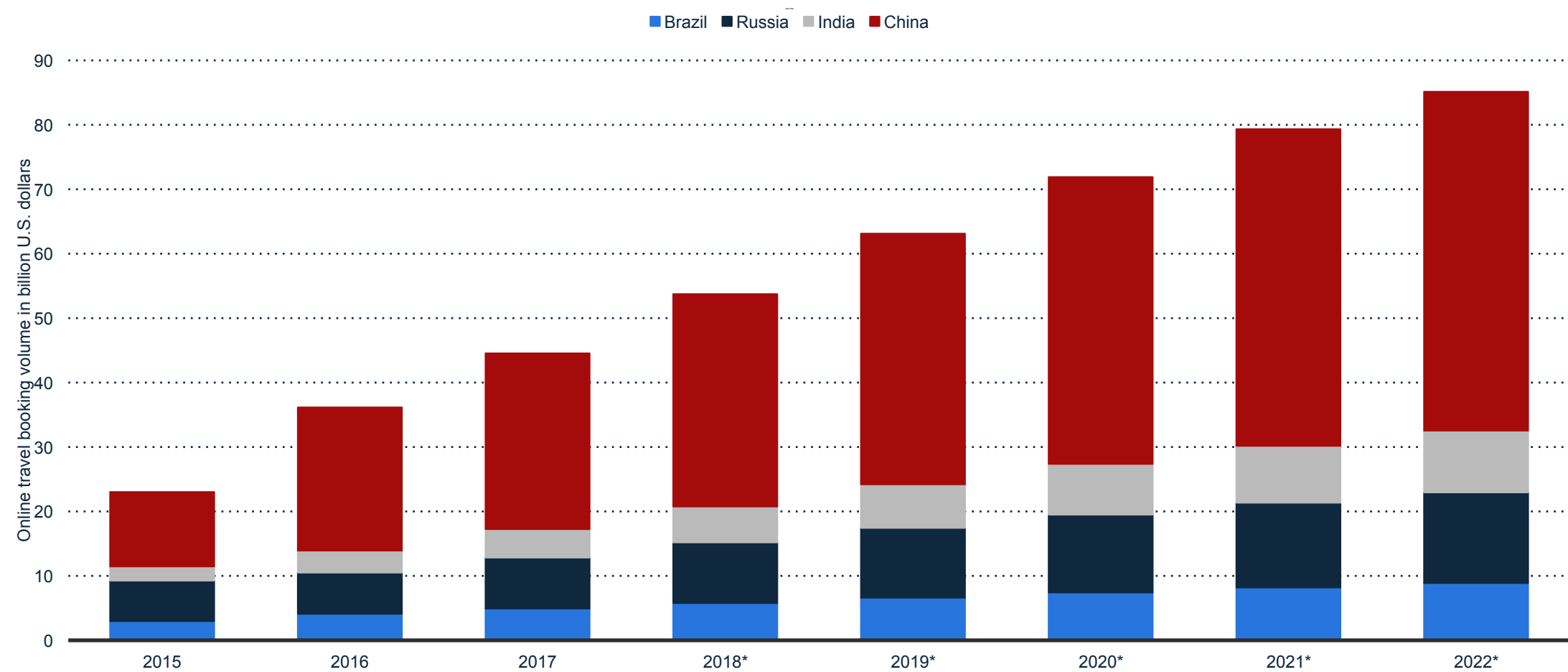
Brazil: online shopping average sales value per checkout 2016-2017, by holiday



Note: Brazil; 2016 and 2017
Further information regarding this statistic can be found on [page 86](#).
Source(s): Ebit; Profissional de E-commerce; [ID 828554](#)

Online travel booking revenue in BRIC countries from 2015 to 2022 (in billion U.S. dollars)

Online travel booking volume in BRIC countries 2015-2022



Note: Worldwide; 2015 to 2017
Further information regarding this statistic can be found on [page 87](#).
Source(s): Statista (Digital Market Outlook); [ID 249712](#)



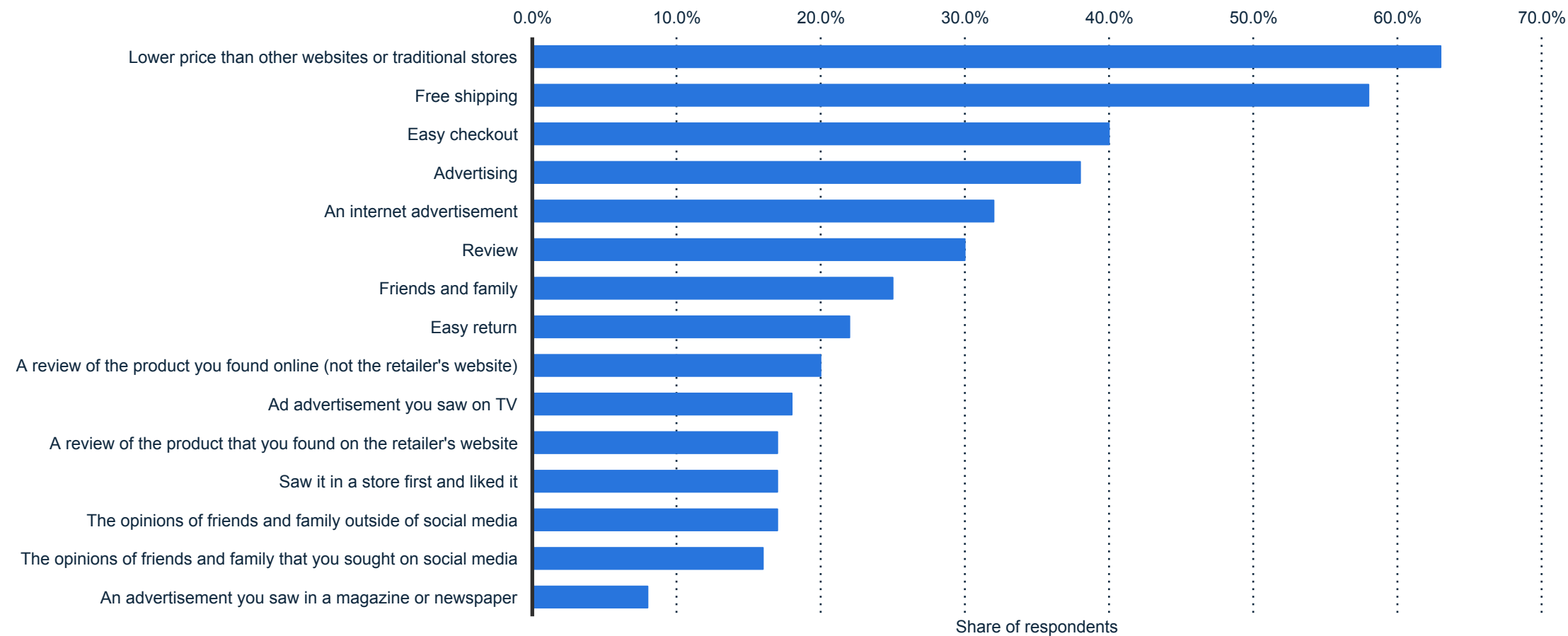
SHOPPING BEHAVIOR

E-commerce in Brazil



Factors influencing the decision to make an online purchase in Brazil in 2016

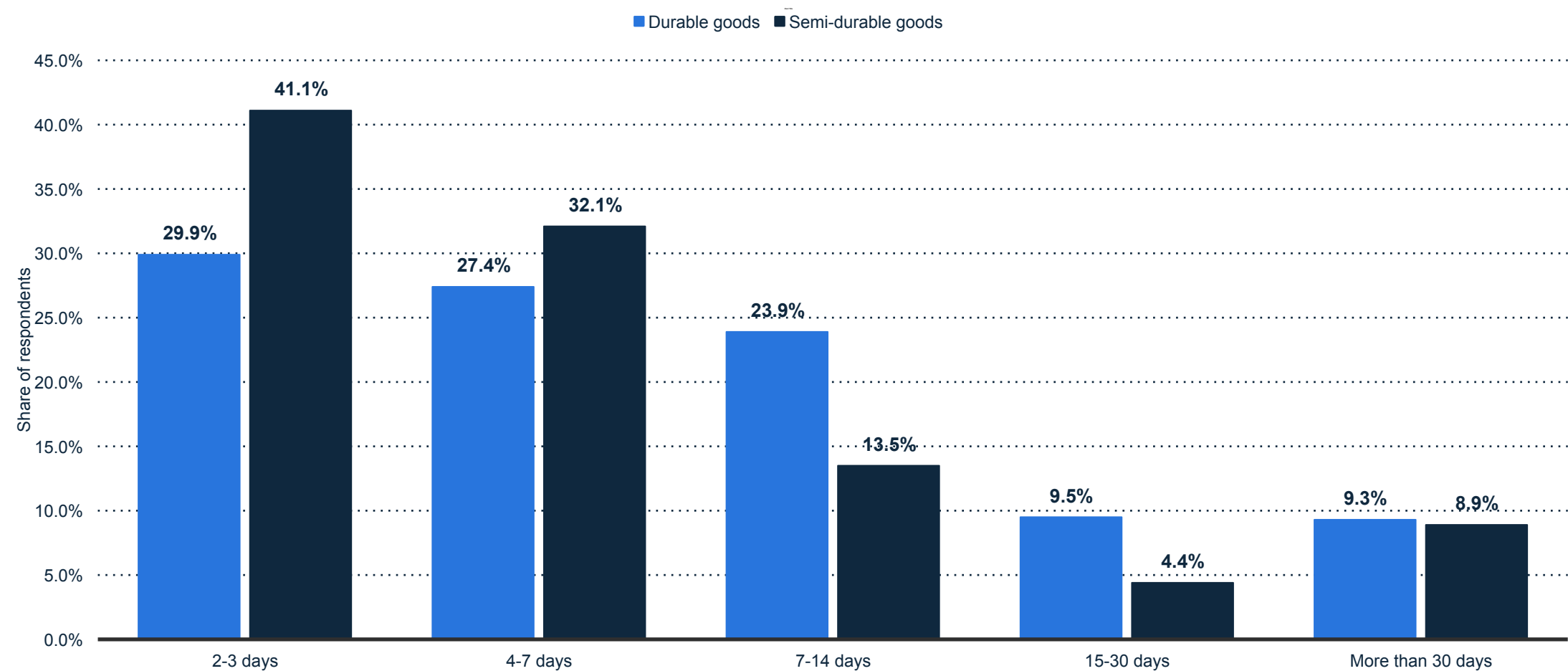
Brazil: factors influencing online purchases 2016



Note: Brazil, Central and South America; September 12 to October 11, 2016; 16-64 years; > 1,000
Further information regarding this statistic can be found on [page 88](#).
Source(s): Ipsos; [ID 741378](#)

Maximum delivery time that digital buyers considered acceptable for online purchases in Brazil in 2017

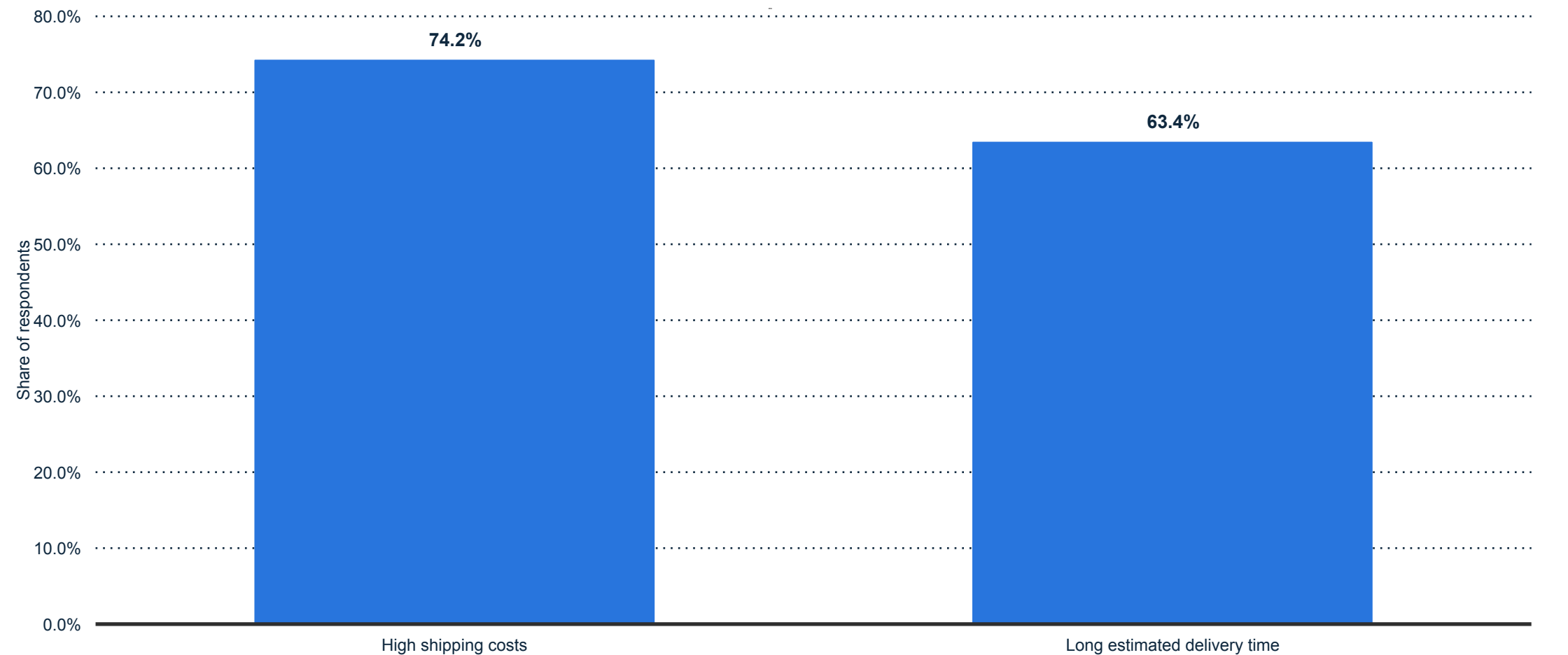
Brazil: maximum delivery time according to online shoppers 2017



Note: Brazil; 2017
Further information regarding this statistic can be found on [page 89](#).
Source(s): Ebit; Manhattan Associates; DCI; GS Notícias; [ID 783442](#)

Share of digital buyers who claimed to have abandoned their online shopping cart in Brazil in 2017, by reason given

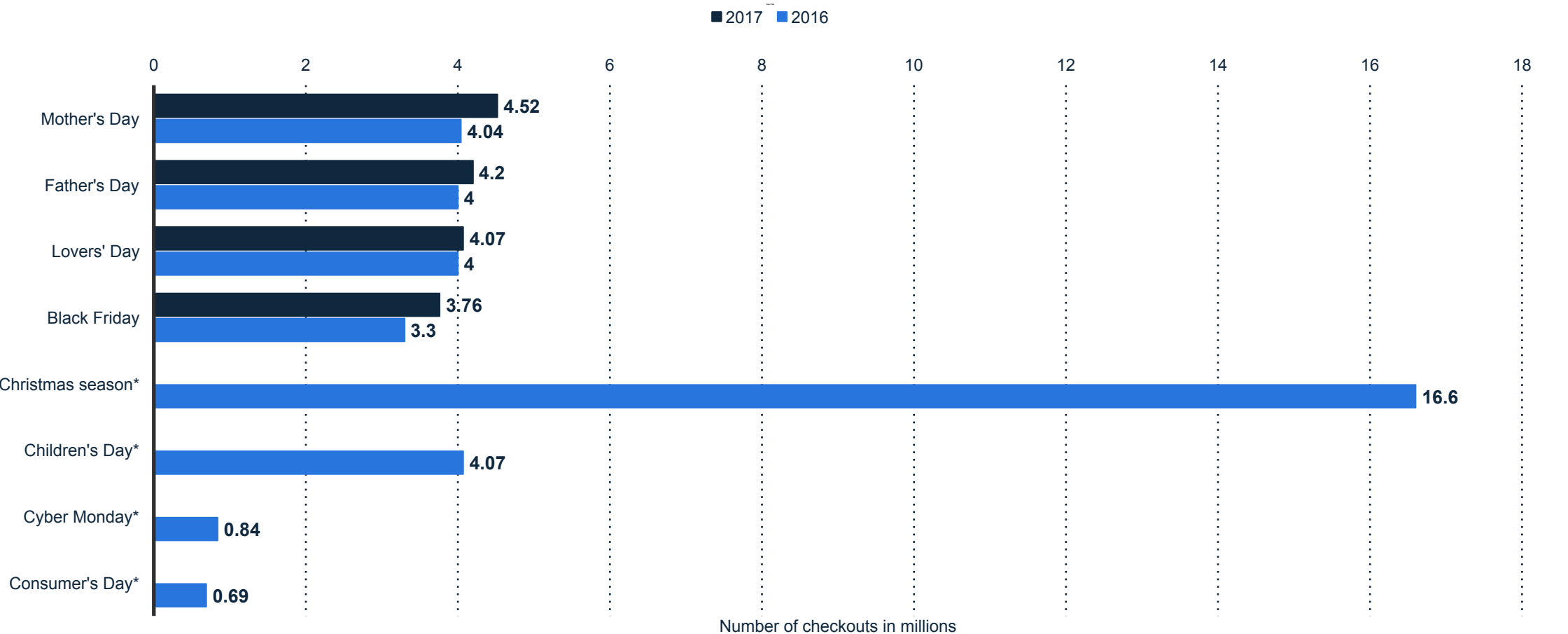
Brazil: online shopping cart abandonment rate 2017, by reason



Note: Brazil; 2017
Further information regarding this statistic can be found on [page 90](#).
Source(s): Manhattan Associates; DCI; COAD; [ID 783469](#)

Number of checkouts in online shopping on selected days in Brazil in 2016 and 2017 (in millions)

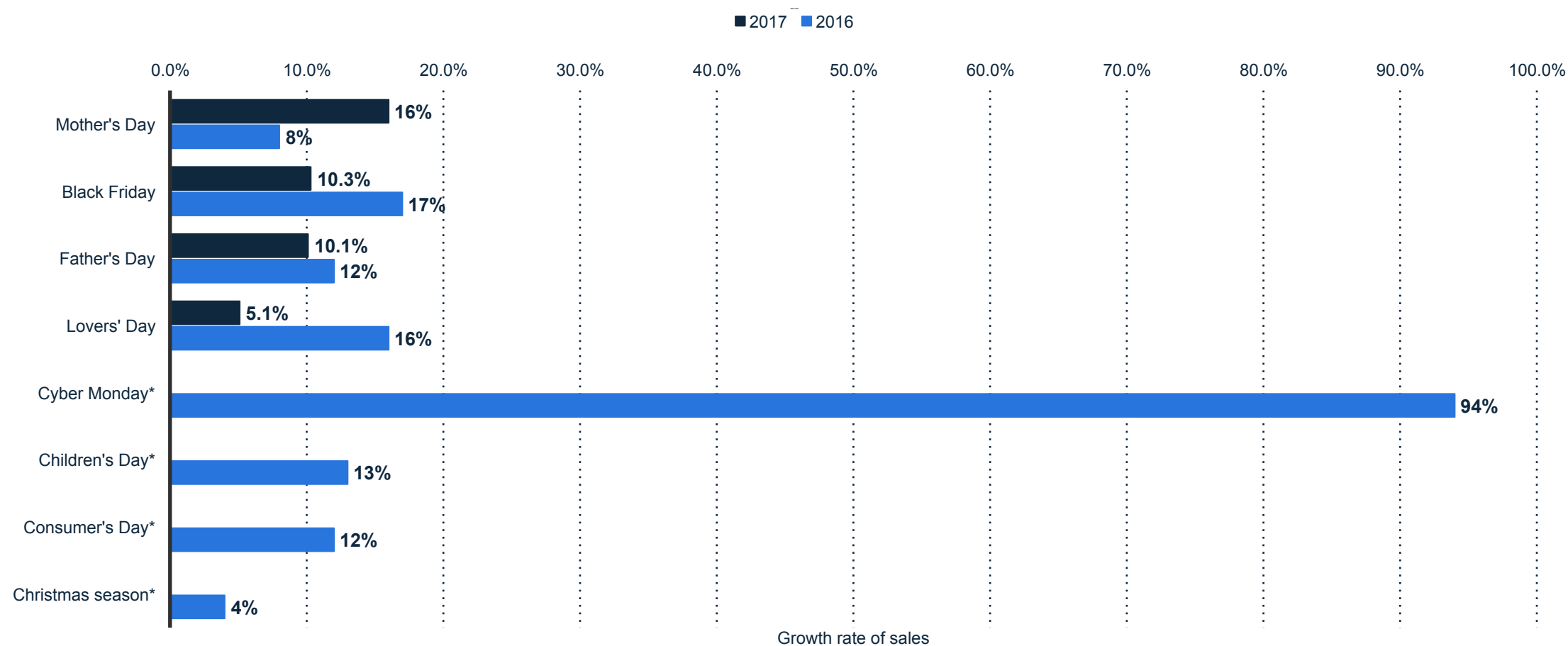
Brazil: online shopping number of checkouts 2016-2017, by holiday



Note: Brazil; 2016 and 2017
Further information regarding this statistic can be found on [page 91](#).
Source(s): Ebit; Profissional de E-commerce; [ID 828561](#)

Growth rate of online sales on selected days in Brazil in 2016 and 2017, compared to the previous year

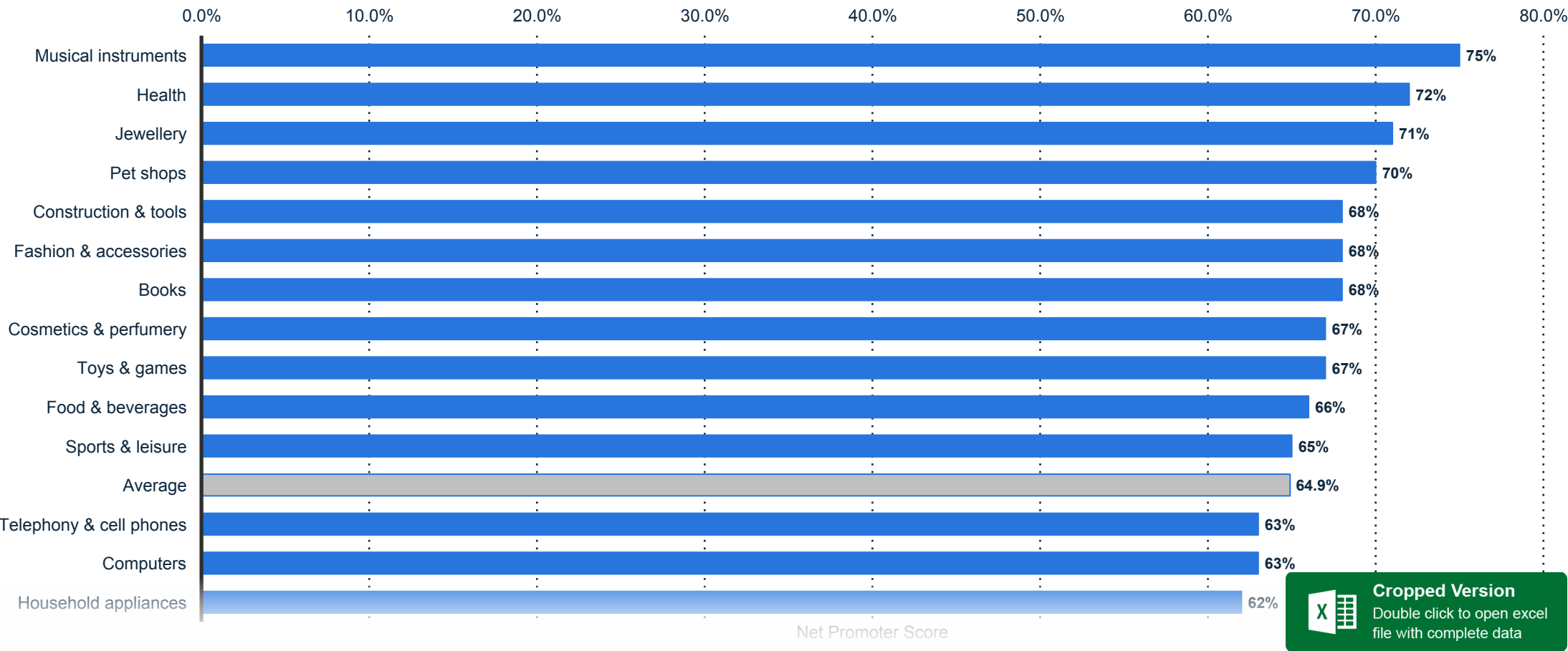
Brazil: online shopping growth rate 2016-2017, by holiday



Note: Brazil; 2016 and 2017
Further information regarding this statistic can be found on [page 92](#).
Source(s): Ebit; Profissional de E-commerce; [ID 828540](#)

Net Promoter Score (NPS) of retail e-commerce in Brazil as of October 2016, by product category

Brazil: Net Promoter Score of retail e-commerce 2016, by category

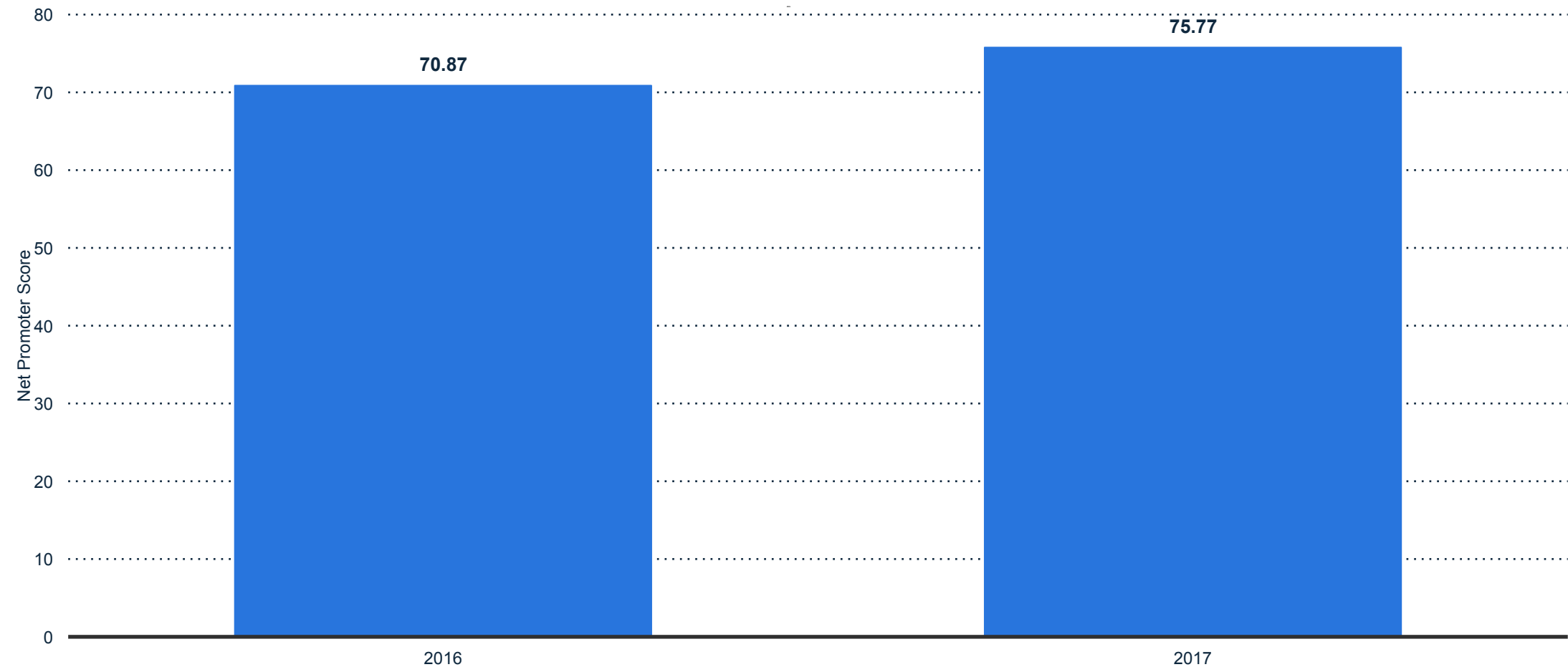


Cropped Version
Double click to open excel
file with complete data

Note: Brazil; October 2016
Further information regarding this statistic can be found on [page 93](#).
Source(s): Ebit; ecommercebrasil.com.br; [ID 780667](#)

Net Promoter Score of online shopping portal Netshoes in Brazil in 2016 and 2017

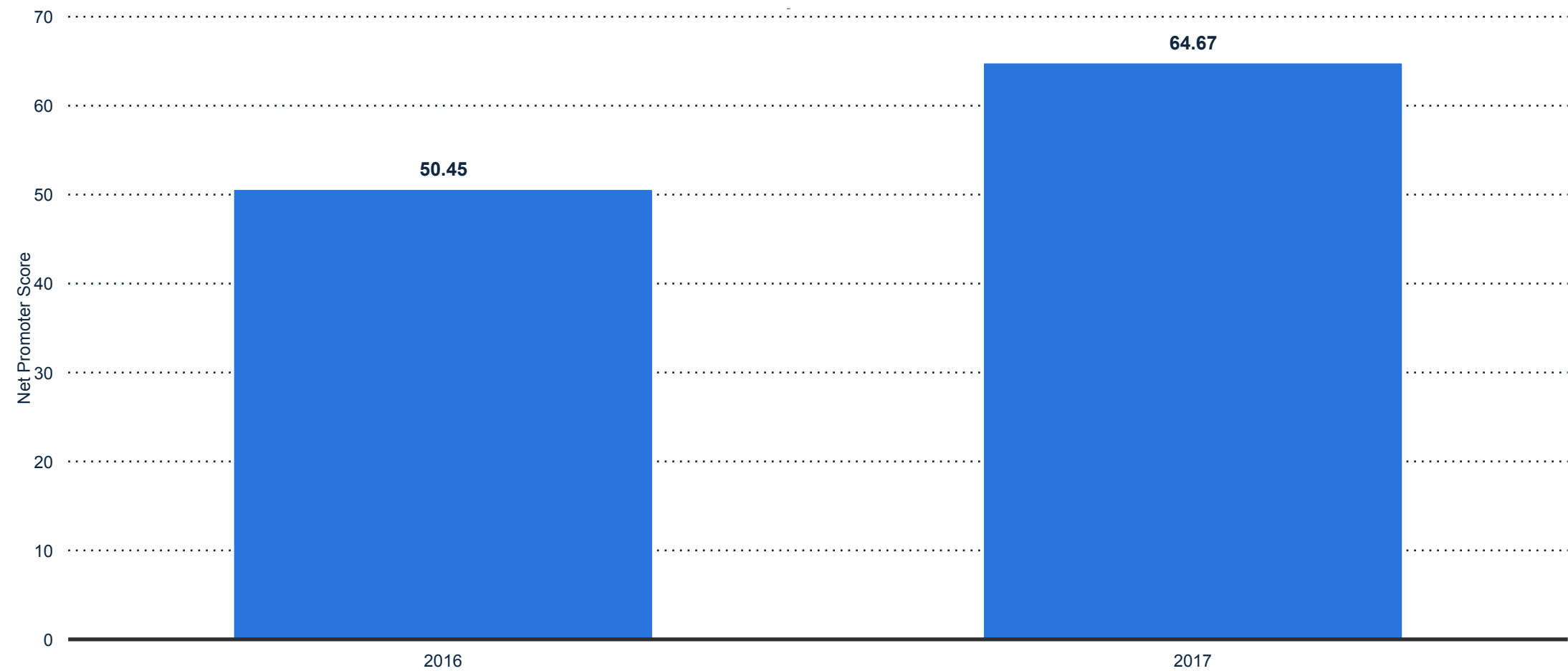
Brazil: Net Promoter Score of e-tailer Netshoes 2016-2017



Note: Brazil; September 2016 and 2017*; 2,000
Further information regarding this statistic can be found on [page 94](#).
Source(s): Net Promoter Score; Conecta; IBOPE (DTM); [ID 802188](#)

Net Promoter Score of online shopping portal Mercado Livre in Brazil in 2016 and 2017

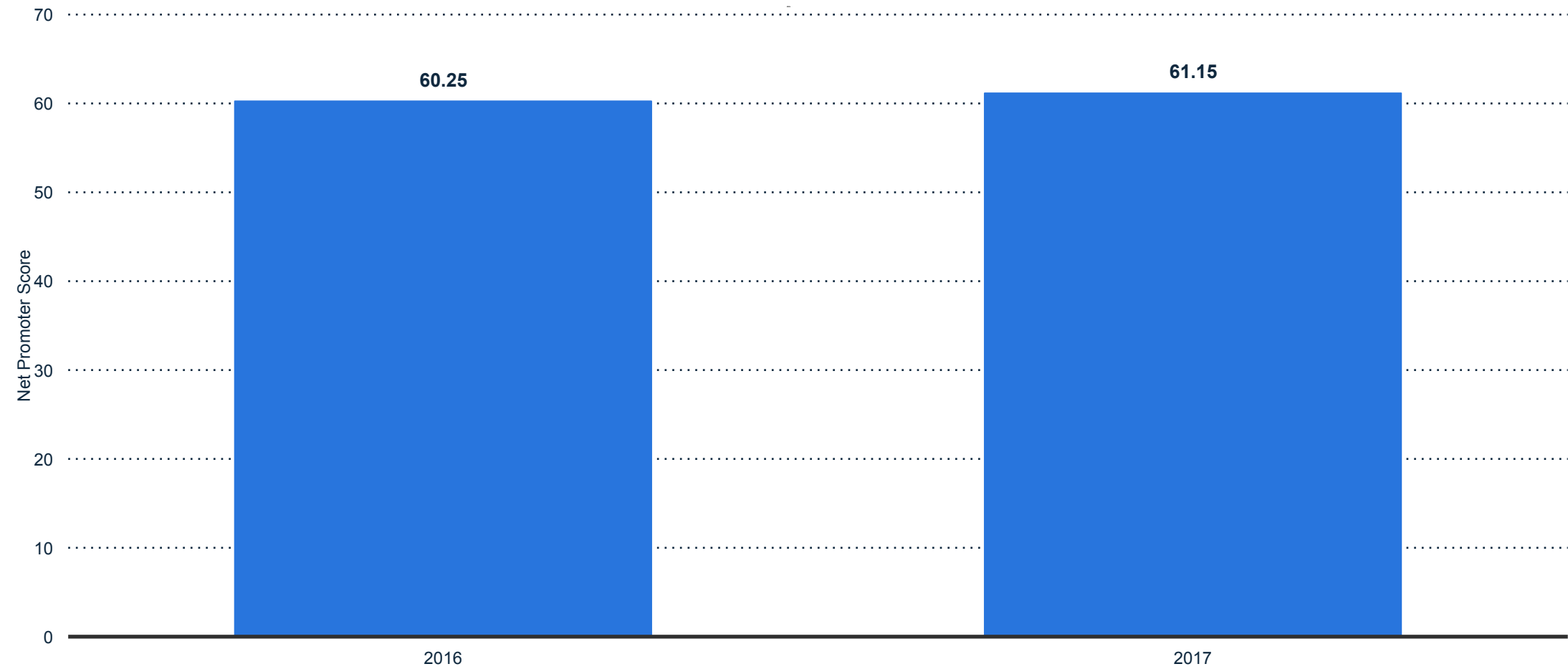
Brazil: Net Promoter Score of e-tailer Mercado Livre 2016-2017



Note: Brazil; September 2016 and 2017*; 2,000
Further information regarding this statistic can be found on [page 95](#).
Source(s): Net Promoter Score; Conecta; IBOPE (DTM); [ID 804156](#)

Net Promoter Score of Amazon in Brazil in 2016 and 2017

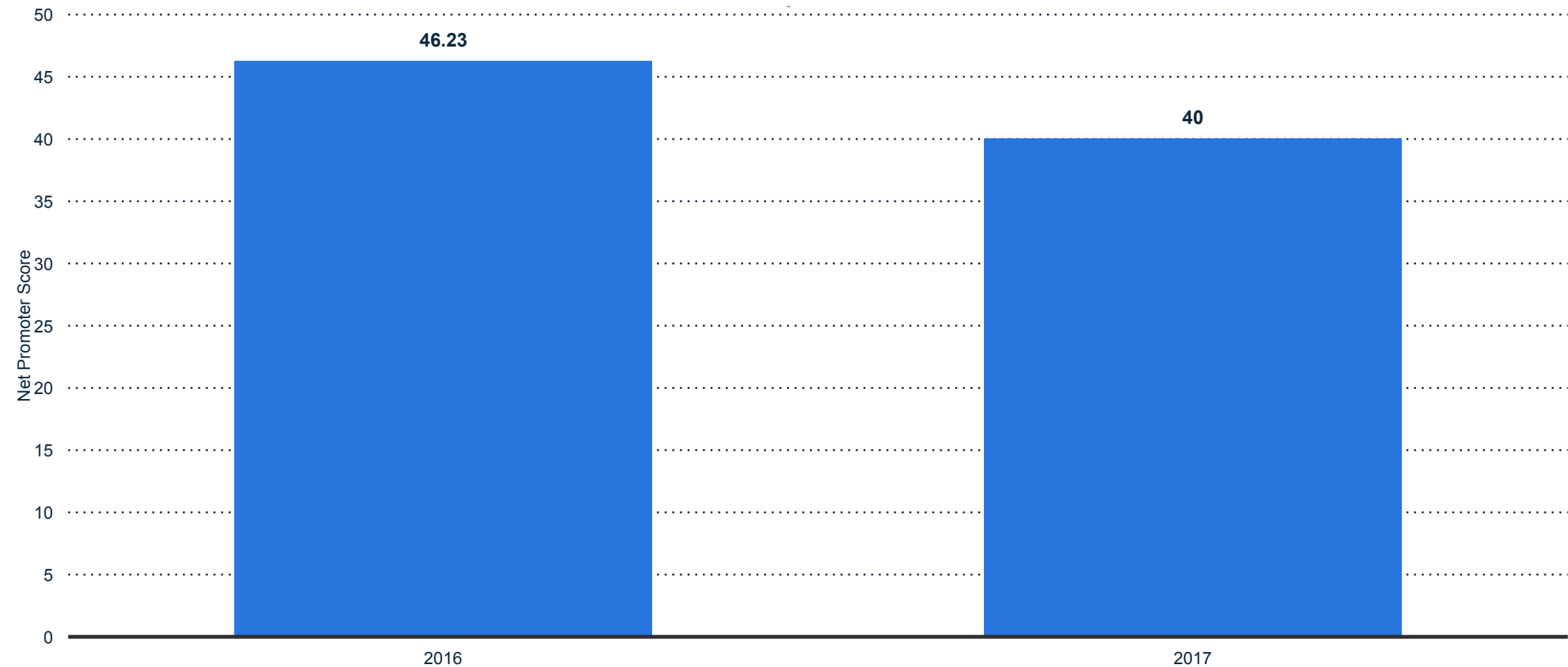
Brazil: Net Promoter Score of Amazon 2016-2017



Note: Brazil; September 2016 and 2017*; 2,000
Further information regarding this statistic can be found on [page 96](#).
Source(s): Net Promoter Score; Conecta; IBOPE (DTM); [ID 804171](#)

Net Promoter Score of eBay in Brazil in 2016 and 2017

Brazil: Net Promoter Score of eBay 2016-2017



Note: Brazil; September 2016 and 2017*; 2,000
Further information regarding this statistic can be found on [page 97](#).
Source(s): Net Promoter Score; Conecta; IBOPE (DTM); [ID 804184](#)



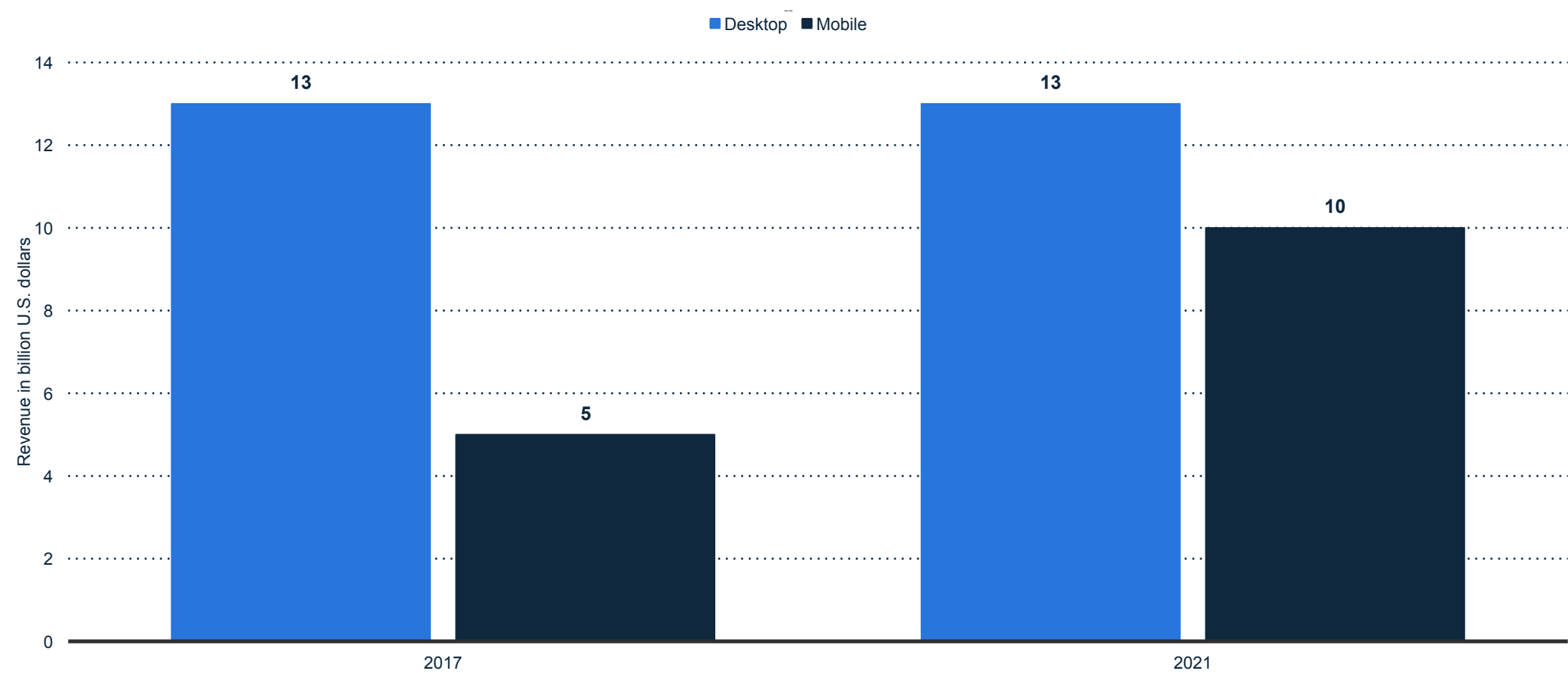
MOBILE COMMERCE

E-commerce in Brazil



E-commerce sales revenue in Brazil in 2017 and 2021, by device (in billion U.S. dollars)

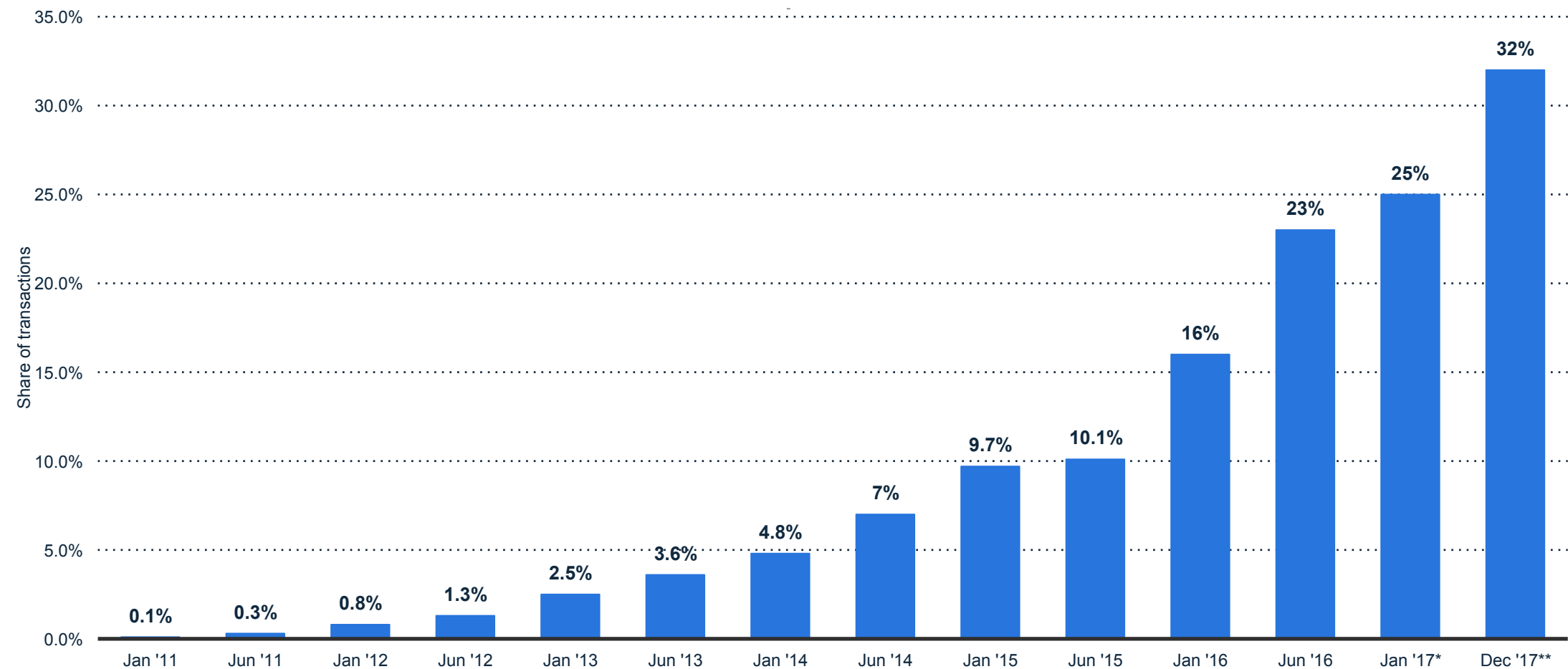
Brazil: e-commerce sales 2017-2021, by device



Note: Brazil; Forecast
Further information regarding this statistic can be found on [page 98](#).
Source(s): WorldPay; [ID 804001](#)

Share of mobile commerce transaction volume in Brazil from January 2011 to December 2017

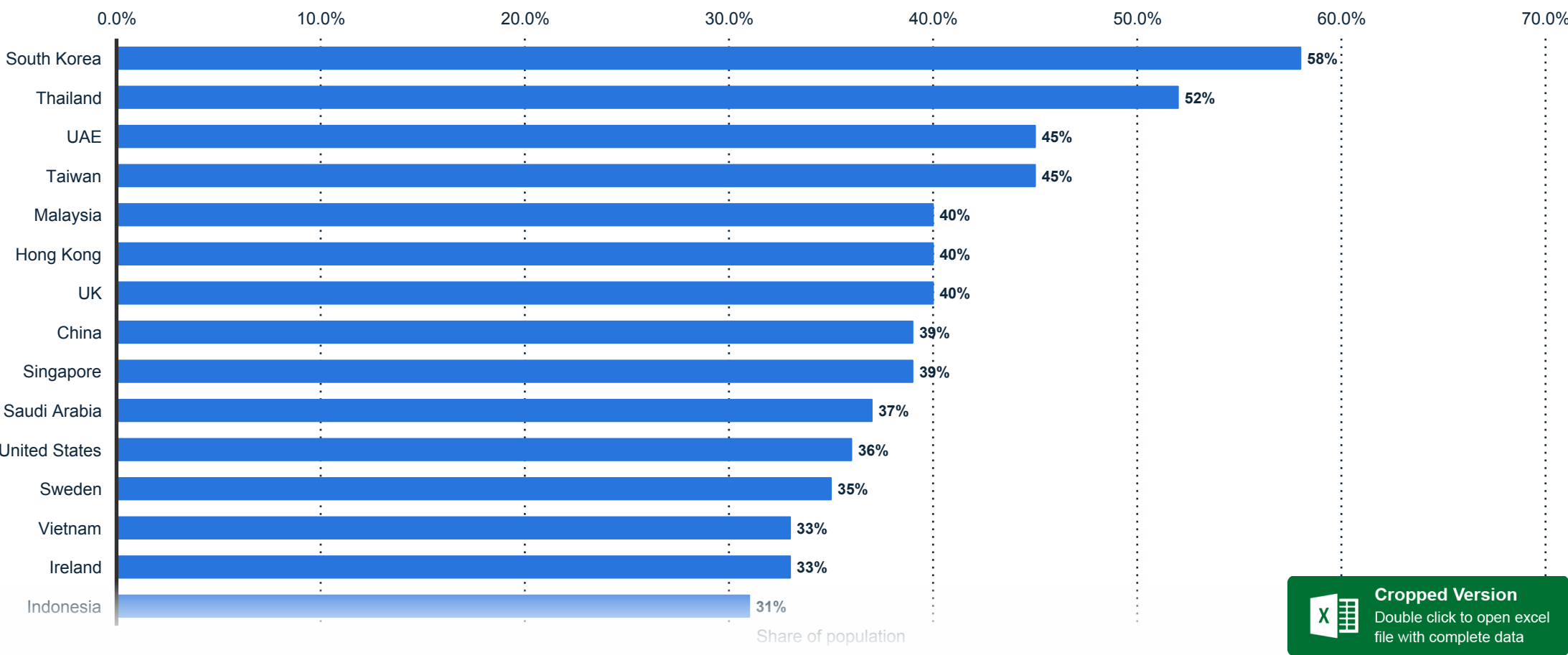
Brazil: m-commerce transaction volume 2011-2017



Note: January 2011 to January 2017; 6-month period ending in the indicated month
Further information regarding this statistic can be found on [page 99](#).
Source(s): Ebit; [ID 294239](#)

Share of population who bought something online via phone in the past month as of 3rd quarter 2017, by country

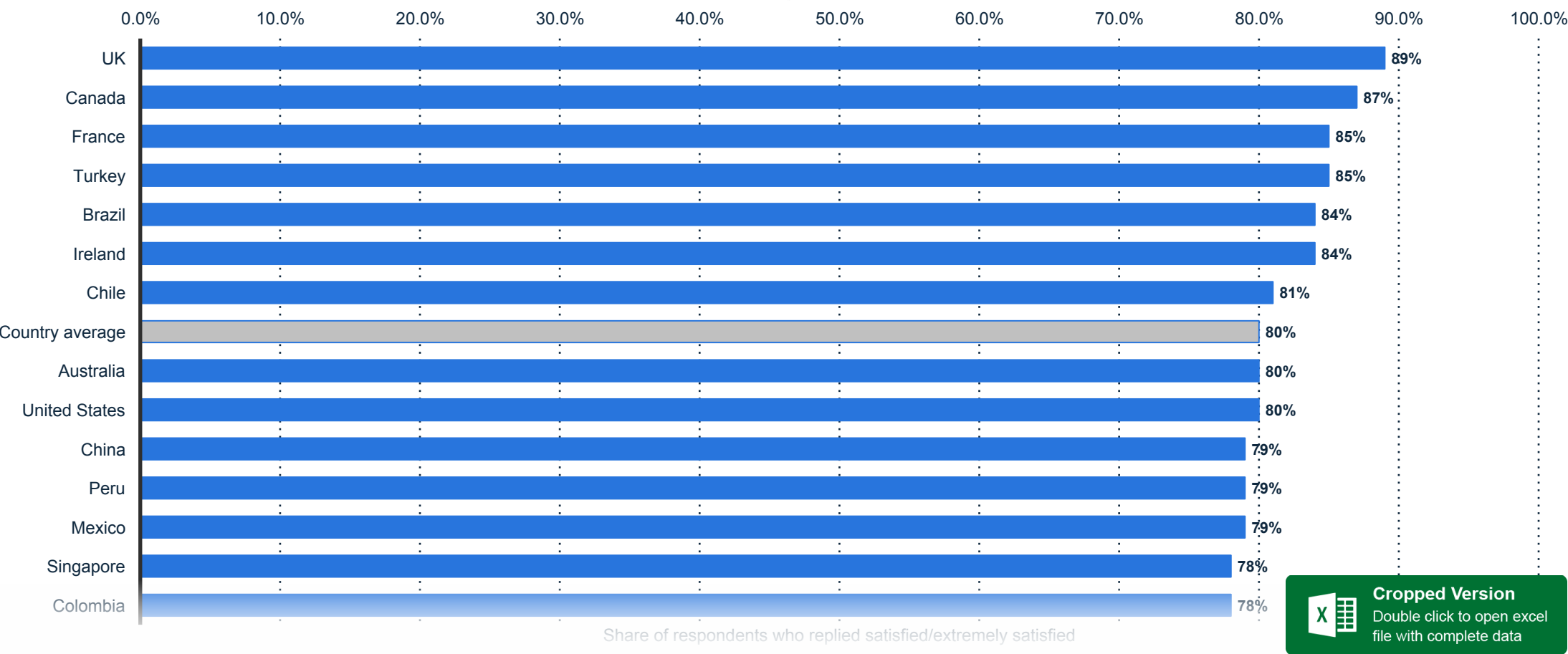
Mobile phone commerce reach in selected countries 2017



Note: Worldwide; Q2 and Q3 2017; 16 to 64 years
Further information regarding this statistic can be found on [page 100](#).
Source(s): We Are Social; GlobalWebIndex; [ID 280134](#)

Share of mobile shoppers in selected countries who are satisfied with their mobile shopping experience as of August 2016

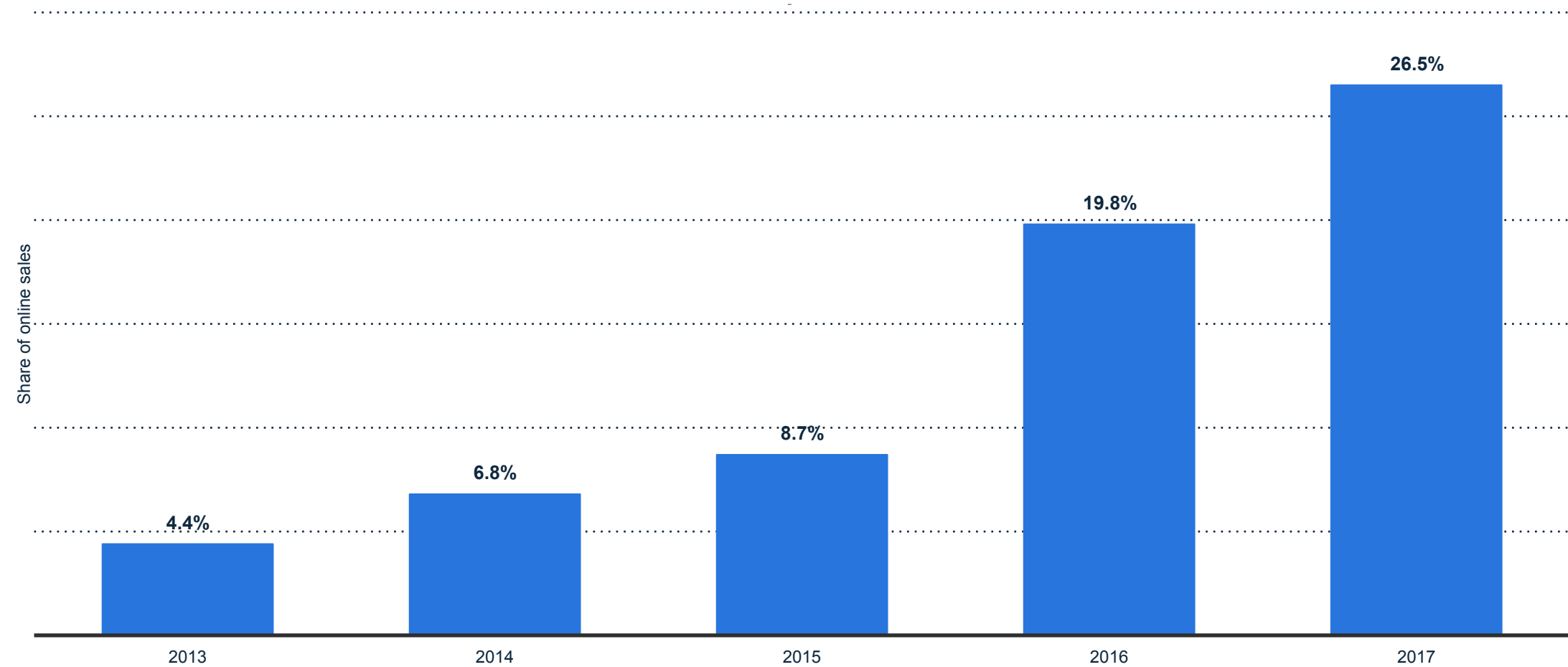
Mobile purchase satisfaction of mobile shoppers worldwide 2016, by country



Note: Worldwide; July 22 to August 17, 2016; 18 years and older; 3,800; mobile users who have purchased a product or service on mobile in the past 6 months
Further information regarding this statistic can be found on [page 101](#).
Source(s): IAB; On Device Research; [ID 614292](#)

Mobile shopping as percentage of total online sales on Black Friday in Brazil from 2013 to 2017

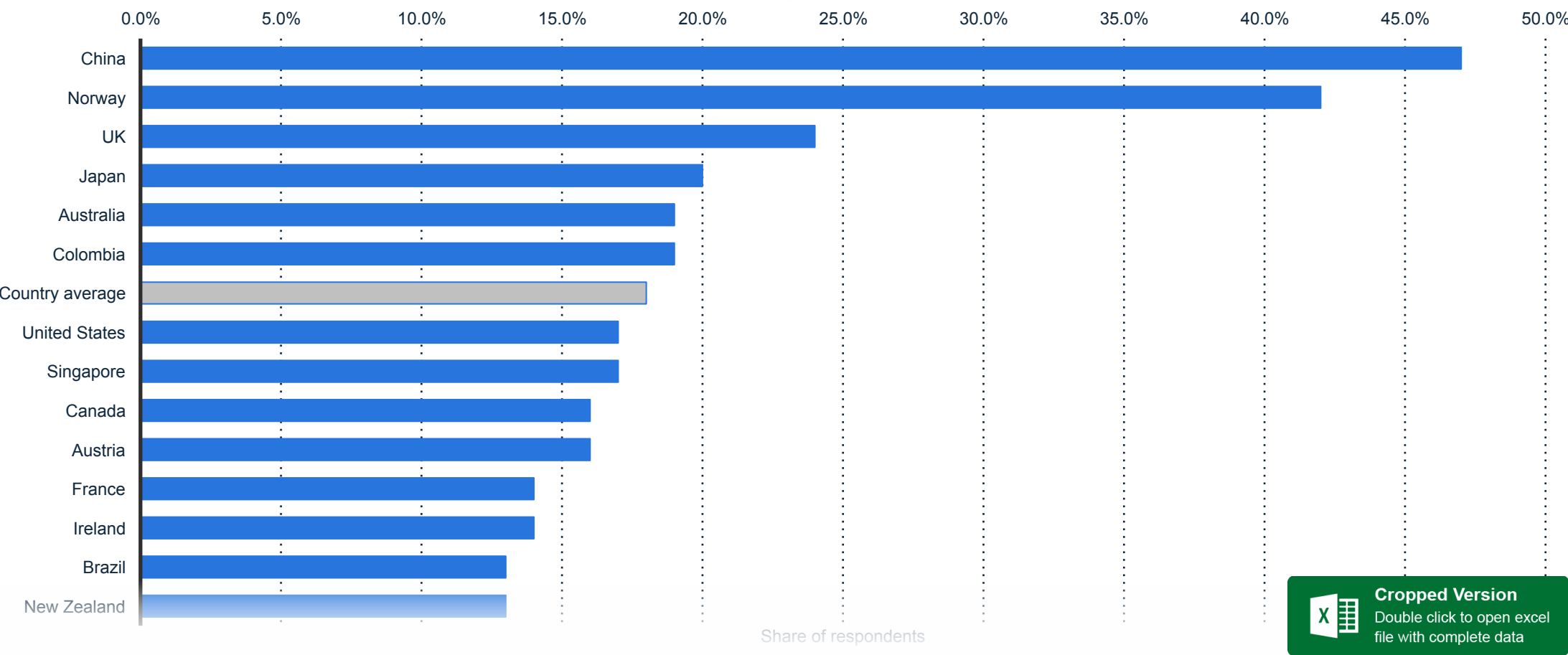
Brazil: Black Friday mobile shopping sales share 2013-2017




Note: Brazil; 2013 to 2017*; Based on sales value
Further information regarding this statistic can be found on [page 102](#).
Source(s): Ebit; Profissional de E-commerce; [ID 779475](#)

Mobile wallet usage reach among mobile shoppers worldwide as of August 2016, by country

Mobile wallet usage reach among mobile shoppers 2016, by country



 **Cropped Version**
Double click to open excel
file with complete data

Note: Worldwide; July 22 to August 17, 2016; 18 years and older; 3,800; mobile users who have purchased a product or service on mobile in the past 6 months
Further information regarding this statistic can be found on [page 103](#).
Source(s): IAB; [ID 218615](#)

REFERENCES

E-commerce in Brazil

Retail e-commerce sales in Brazil from 2016 to 2022 (in million U.S. dollars)

Brazil: retail e-commerce sales 2016-2022

Source and methodology information

Source(s)	Statista DMO; Statista
Conducted by	Statista Market Analytics
Survey period	2016 and 2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	June 2018
Original source	Digital Market Outlook
Website URL	visit the website

Notes:

* Forecast. The eCommerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition are purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The following are not included in the eCommerce market: digitally distributed services (see instead: eServices), digital media downloads or streams, digitally distributed goods in B2B markets nor digital purchase or resale of used, defective or repaired goods (reCommerce and C2C). All monetary figures refer to the annual gross revenue and do not factor in shipping costs.

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Annual retail e-commerce sales growth in Brazil from 2017 to 2022

Brazil: retail e-commerce sales growth 2017-2022

Source and methodology information

Source(s)	Statista; Statista DMO
Conducted by	Statista DMO
Survey period	2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	June 2018
Original source	Statista Digital Market Outlook
Website URL	visit the website

Notes:

* Forecasts. The eCommerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition are purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The following are not included in the eCommerce market: digitally distributed services (see instead: eServices), digital media downloads or streams, digitally distributed goods in B2B markets nor digital purchase or resale of used, defective or repaired goods (reCommerce and C2C). All monetary figures refer to the annual gross revenue and do not factor in shipping costs.

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Growth rate of e-commerce in selected Latin American countries in 2017 and 2018

Latin America: online shopping growth rate 2017-2018, by country

Source and methodology information

Source(s)	BBVA; IDC
Conducted by	IDC
Survey period	2017
Region(s)	Central and South America, Mexico
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Compared to the previous year
Published by	BBVA
Publication date	March 2018
Original source	bbva.com
Website URL	visit the website

Notes:

* Forecast

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Retail e-commerce sales in BRIC countries in from 2016 to 2022 (in million U.S. dollars)

BRIC retail e-commerce sales 2016-2022

Source and methodology information

Source(s)	Statista; Statista DMO
Conducted by	Statista DMO
Survey period	2016 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	China data excluding HK
Published by	Statista
Publication date	October 2017
Original source	Digital Market Outlook
Website URL	visit the website

Notes:

*Forecast The e-Commerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition are purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The following are not included in the e-Commerce market: digitally distributed services (see instead: eServices), digital media downloads or streams, digitally distributed goods in B2B markets nor digital purchase or resale of used, defective or repaired goods (re-Commerce and C2C). All monetary figures refer to the annual gross revenue and do not factor in shipping costs and returns.

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Retail e-commerce sales CAGR forecast in selected countries from 2018 to 2022

Digital Market Outlook: retail e-commerce sales CAGR in selected markets 2018-2022

Source and methodology information

Source(s)	Statista; Statista DMO
Conducted by	Statista DMO
Survey period	2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	April 2018
Original source	Statista Digital Market Outlook
Website URL	visit the website

Notes:

The eCommerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition are purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The following are not included in the eCommerce market: digitally distributed services (see instead: eServices), digitally distributed goods in B2B markets nor digital purchase or resale of used, defective or repaired goods (reCommerce and C2C). The eCommerce market considers the following product categories: "Clothes & shoes", "Consumer electronics & physical media", "Food, cosmetics & pharmaceuticals", "Furniture & home appliances" and "Special Interest". Further information on methodology can be found [here](#).

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E-commerce sales as percentage of total retail sales in selected countries in 2017

E-retail as share of total retail sales in selected countries 2017

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	November 2017
Original source	US Ecommerce Performance Stat Pack - November 2017, page 12
Website URL	visit the website

Notes:

n.a.

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Usage of cross-border e-commerce in selected countries as of May 2018

Global cross-border e-commerce 2018

Source and methodology information

Source(s)	PayPal; Ipsos
Conducted by	Ipsos
Survey period	March to May 2018
Region(s)	Worldwide
Number of respondents	25,228
Age group	18 years and older
Special characteristics	online shoppers
Published by	PayPal
Publication date	July 2018
Original source	PayPal Cross-Border Consumer Research 2018, page 6
Website URL	visit the website

Notes:

Q27: Thinking about shopping online, from which of the following countries or regions` websites have you purchased from the past 12 months? Please include your home country if applicable. Base: Online shoppers (base size in appendix)

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Most popular online retailers in Brazil in January 2017, based on number of unique visitors (in millions)

Most-visited online retailers in Brazil 2017

Source and methodology information

Source(s)	comScore (Media Metrix); eMarketer
Conducted by	comScore (Media Metrix)
Survey period	January 2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	6 years and older
Special characteristics	Only through desktop PCs, excluding mobile shopping
Published by	eMarketer
Publication date	October 2017
Original source	emarketer.com
Website URL	visit the website

Notes:

n.a.

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Leading e-commerce retailers in Brazil in 2017, by Net Promoter Score (NPS)

Brazil: leading e-commerce retailers 2017, by Net Promoter Score

Source and methodology information

Source(s)	Opinion Box; Net Promoter Score; NetSol; Tracksale
Conducted by	Opinion Box; Net Promoter Score; Tracksale
Survey period	2017
Region(s)	Brazil
Number of respondents	1,848 customers
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	NetSol
Publication date	April 2017
Original source	netsol.com.br
Website URL	visit the website

Notes:

The source does not provide the exact date for data collection.

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Net Promoter Score of selected online shopping portals in Brazil in 2017

Brazil: Net Promoter Score of online shopping portals 2017

Source and methodology information

Source(s)	Net Promoter Score; Conecta; IBOPE (DTM)
Conducted by	Net Promoter Score; Conecta; IBOPE (DTM)
Survey period	September 21 to October 2, 2017
Region(s)	Brazil
Number of respondents	2,000
Age group	16 years and older
Special characteristics	<i>n.a.</i>
Published by	Exame
Publication date	January 2018
Original source	exame.abril.com.br
Website URL	visit the website

Notes:

The source uses the term "recommendation index" ("índice de recomendação") instead of Net Promoter Score, though the methodology described is equivalent to that of the NPS.

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Which of these types of online shops have you bought something from in the past 12 months?

Popular types of online shops in Brazil 2017

Source and methodology information

Source(s)	Statista Survey (Global Consumer Survey)
Conducted by	Statista
Survey period	Dec 11 to Dec 18, 2017
Region(s)	Brazil
Number of respondents	1,041
Age group	18 to 64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	April 2018
Original source	statista.com
Website URL	visit the website

Notes:

Multiple answers were possible.

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In which e-commerce website in Brazil did you make a purchase in the last twelve months?

Brazil: most used e-commerce websites 2016

Source and methodology information

Source(s)	Conecta (IBOPE); IBOPE (DTM); Website (ecommercenews.com.br)
Conducted by	Conecta (IBOPE); IBOPE (DTM)
Survey period	September 2016
Region(s)	Brazil
Number of respondents	2,000 internet users
Age group	16 years and older
Special characteristics	<i>n.a.</i>
Published by	Website (ecommercenews.com.br)
Publication date	February 2017
Original source	ecommercenews.com.br
Website URL	visit the website

Notes:

The Customer Experience Report compared online consumers' satisfaction in 34 leading e-commerce websites in Brazil. The source does not provide the original wording of the question posed during the survey. The wording of the question chosen for this statistic may therefore differ slightly from the original. Multiple answers were possible. The source does not specify the date of survey.

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Which e-commerce website in Brazil would you recommend?

Brazil: favorite e-commerce sites among consumers 2016

Source and methodology information

Source(s)	Conecta (IBOPE); IBOPE (DTM)
Conducted by	Conecta (IBOPE); IBOPE (DTM)
Survey period	September 2016
Region(s)	Brazil
Number of respondents	2,000 internet users
Age group	16 years and older
Special characteristics	<i>n.a.</i>
Published by	Conecta (IBOPE)
Publication date	January 2017
Original source	conecta-i.com
Website URL	visit the website

Notes:

The Customer Experience Report compared online consumers' satisfaction in 34 leading e-commerce websites in Brazil. The source does not provide the original wording of the question posed during the survey. The wording of the question chosen for this statistic may therefore differ slightly from the original. Multiple answers were possible. The source does not specify the date of survey.

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Net revenue generated by Mercado Livre in Brazil from 2015 to 2017 (in million U.S. dollars)

Mercado Livre revenue in Brazil 2015-2017

Source and methodology information

Source(s)	MercadoLibre
Conducted by	MercadoLibre
Survey period	2015 to 2017
Region(s)	Brazil, Central and South America
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	MercadoLibre
Publication date	February 2018
Original source	MercadoLibre, Inc. 10-K Form 2017, page 45
Website URL	visit the website

Notes:

n.a.

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Number of digital buyers in Brazil from 2016 to 2022 (in millions)

Brazil: number of digital buyers 2016-2022

Source and methodology information

Source(s)	Statista (Digital Market Outlook)
Conducted by	Statista Market Analytics
Survey period	2015 and 2016
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	16 years and older
Special characteristics	number of active paying customers (or accounts)
Published by	Statista
Publication date	October 2017
Original source	Digital Market Outlook
Website URL	visit the website

Notes:

* Forecast.

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Digital buyer penetration in Brazil from 2016 to 2022

Brazil: digital buyer penetration 2016-2022

Source and methodology information

Source(s)	Statista (Digital Market Outlook)
Conducted by	Statista Market Analytics
Survey period	2016
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	16 years and older
Special characteristics	number of active paying customers (or accounts)
Published by	Statista
Publication date	October 2017
Original source	Digital Market Outlook
Website URL	visit the website

Notes:

* Forecast.

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Number of online shopping users in Brazil from 2013 to 2017 (in millions)

Brazil: number of digital buyers 2013-2017

Source and methodology information

Source(s)	Ebit; UOL
Conducted by	Ebit
Survey period	2013 to 2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Active online consumers
Published by	UOL
Publication date	March 2018
Original source	uol.com.br
Website URL	visit the website

Notes:

n.a.

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Annual change in the number of online shopping users in Brazil from 2014 to 2017

Brazil: digital buyers growth rate 2014-2017

Source and methodology information

Source(s)	Ebit; UOL
Conducted by	Ebit
Survey period	2014 to 2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Based on number of active online consumers
Published by	UOL
Publication date	March 2018
Original source	uol.com.br
Website URL	visit the website

Notes:

n.a.

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Distribution of online shopping users in Brazil in 2015 and 2016, by gender

Brazil: gender distribution of digital buyers 2015-2016

Source and methodology information

Source(s)	Ebit
Conducted by	Ebit
Survey period	2015 and 2016
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Ebit
Publication date	February 2017
Original source	Webshoppers 35th Edition, page 13
Website URL	visit the website

Notes:

n.a.

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Distribution of online shopping users in Brazil in 2016, by age group

Brazil: age distribution of digital buyers 2016

Source and methodology information

Source(s)	Ebit
Conducted by	Ebit
Survey period	2016
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Ebit
Publication date	February 2017
Original source	Webshoppers 35th Edition, page 13
Website URL	visit the website

Notes:

n.a.

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Distribution of online shoppers in Brazil in 2017, by region

Brazil: online shoppers in 2017, by region

Source and methodology information

Source(s)	Ebit; UOL
Conducted by	Ebit
Survey period	2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Based on delivery address
Published by	UOL
Publication date	March 2018
Original source	uol.com.br
Website URL	visit the website

Notes:

n.a.

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Distribution of online shoppers in Brazil in 1st half of 2016 and 2017, by household income

Brazil: online shoppers 2016-2017, by income

Source and methodology information

Source(s)	Ebit; Website (blog.clickqi.com.br)
Conducted by	Ebit
Survey period	H1 2016 and H1 2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Website (blog.clickqi.com.br)
Publication date	September 2017
Original source	blog.clickqi.com.br
Website URL	visit the website

Notes:

According to x-rates.com , one U.S. dollar equaled 3.13 Brazilian reals at July 31, 2017 exchange rates. The source does not provide any information regarding missing percentage points to 100 percent.

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Distribution of e-commerce spending in Brazil in 2016, by payment method

Payment methods e-commerce sales share in Brazil 2016

Source and methodology information

Source(s)	WorldPay
Conducted by	WorldPay
Survey period	2016
Region(s)	Brazil, Central and South America
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	WorldPay
Publication date	November 2017
Original source	Global Payments Report, page 34
Website URL	visit the website

Notes:

* Forecast.

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Average retail e-commerce revenue per user in Brazil from 2016 to 2022 (in U.S. dollars)

Brazil: retail e-commerce ARPU 2016-2022

Source and methodology information

Source(s)	Statista; Statista DMO
Conducted by	Statista Market Analytics
Survey period	2016 and 2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	16 years and older
Special characteristics	active paying customers (or accounts)
Published by	Statista
Publication date	June 2018
Original source	Digital Market Outlook
Website URL	visit the website

Notes:

* Forecast. The eCommerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition are purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The following are not included in the eCommerce market: digitally distributed services (see instead: eServices), digital media downloads or streams, digitally distributed goods in B2B markets nor digital purchase or resale of used, defective or repaired goods (reCommerce and C2C). All monetary figures refer to the annual gross revenue and do not factor in shipping costs.

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Average online shopping value in Brazil from 2011 to 2017 (in Brazilian reais)

Average online ticket value in Brazil 2011-2017

Source and methodology information

Source(s)	Ebit
Conducted by	Ebit
Survey period	2011 to 2016
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Ebit
Publication date	February 2017
Original source	Webshoppers 35th Edition, page 24
Website URL	visit the website

Notes:

*Forecast

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Most popular retail e-commerce categories in Brazil in 2017, by revenue share

Brazil: retail e-commerce category revenue share 2017

Source and methodology information

Source(s)	Ebit; UOL
Conducted by	Ebit
Survey period	2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	UOL
Publication date	March 2018
Original source	uol.com.br
Website URL	visit the website

Notes:

n.a.

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Sales revenue generated by online shopping on selected days in Brazil in 2016 and 2017 (in billion Brazilian reais)

Brazil: online shopping revenue 2016-2017, by holiday

Source and methodology information

Source(s)	Ebit; Profissional de E-commerce
Conducted by	Ebit
Survey period	2016 and 2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Profissional de E-commerce
Publication date	December 2017
Original source	profissionaldeecommerce.com.br
Website URL	visit the website

Notes:

Figures missing from the graph were not available as of March 2018. This statistic was assembled from several releases of the same source. Figures have been rounded. Consumer's Day (known in English as World Consumer Rights Day): March 15. Mother's Day: Two-week period preceding Mother's Day (every second Sunday of May). Lovers' Day: Two-week period preceding Lovers' Day (June 12). Father's Day: Two-week period preceding Father's Day (every second Sunday of August). Children's Day: Two-week period preceding Children's Day (October 12). Cyber Monday: Last Monday of November. Black Friday: Last Friday of November. Christmas season: November 15 to December 24.

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Average sales value per checkout in online shopping on selected days in Brazil in 2016 and 2017 (in Brazilian reais)

Brazil: online shopping average sales value per checkout 2016-2017, by holiday

Source and methodology information

Source(s)	Ebit; Profissional de E-commerce
Conducted by	Ebit
Survey period	2016 and 2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Profissional de E-commerce
Publication date	December 2017
Original source	profissionaldeecommerce.com.br
Website URL	visit the website

Notes:

* No data available for 2017, as of April 2018. This statistic was assembled from several releases of the same source. Consumer's Day (known in English as World Consumer Rights Day): March 15. Mother's Day: Two-week period preceding Mother's Day (every second Sunday of May). Lovers' Day: Two-week period preceding Lovers' Day (June 12). Father's Day: Two-week period preceding Father's Day (every second Sunday of August). Children's Day: Two-week period preceding Children's Day (October 12). Cyber Monday: Last Monday of November. Black Friday: Last Friday of November. Christmas season: November 15 to December 24.

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Online travel booking revenue in BRIC countries from 2015 to 2022 (in billion U.S. dollars)

Online travel booking volume in BRIC countries 2015-2022

Source and methodology information

Source(s)	Statista (Digital Market Outlook)
Conducted by	Statista Market Analytics
Survey period	2015 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	September 2017
Original source	Digital Market Outlook
Website URL	visit the website

Notes:

* Forecast. Online travel bookings, including hotels, vacation rentals and package holiday Prerequisite is an online checkout process

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Factors influencing the decision to make an online purchase in Brazil in 2016

Brazil: factors influencing online purchases 2016

Source and methodology information

Source(s)	Ipsos
Conducted by	Ipsos
Survey period	September 12 to October 11, 2016
Region(s)	Brazil, Central and South America
Number of respondents	> 1,000
Age group	16-64 years
Special characteristics	<i>n.a.</i>
Published by	Ipsos
Publication date	August 2017
Original source	ipsosglobaltrends.com
Website URL	visit the website

Notes:

Information on survey methodology was taken from here .

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Maximum delivery time that digital buyers considered acceptable for online purchases in Brazil in 2017

Brazil: maximum delivery time according to online shoppers 2017

Source and methodology information

Source(s)	Ebit; Manhattan Associates; DCI; GS Noticias
Conducted by	Ebit; Manhattan Associates
Survey period	2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	DCI; GS Noticias
Publication date	September 2017
Original source	gsnoticias.com.br
Website URL	visit the website

Notes:

The source does not specify the date of survey. The source does not provide the number of respondents or other methodological information. The wording chosen for this statistic may differ slightly from the original.

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Share of digital buyers who claimed to have abandoned their online shopping cart in Brazil in 2017, by reason given

Brazil: online shopping cart abandonment rate 2017, by reason

Source and methodology information

Source(s)	Manhattan Associates; DCI; COAD
Conducted by	Manhattan Associates
Survey period	2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	DCI; COAD
Publication date	September 2017
Original source	coad.com.br
Website URL	visit the website

Notes:

The source does not specify the date of survey. The source does not provide the number of respondents or other methodological information. The wording chosen for this statistic may differ slightly from the original.

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Number of checkouts in online shopping on selected days in Brazil in 2016 and 2017 (in millions)

Brazil: online shopping number of checkouts 2016-2017, by holiday

Source and methodology information

Source(s)	Ebit; Profissional de E-commerce
Conducted by	Ebit
Survey period	2016 and 2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Profissional de E-commerce
Publication date	December 2017
Original source	profissionaldeecommerce.com.br
Website URL	visit the website

Notes:

* No data available for 2017, as of April 2018. This statistic was assembled from several releases of the same source. Consumer's Day (known in English as World Consumer Rights Day): March 15. Mother's Day: Two-week period preceding Mother's Day (every second Sunday of May). Lovers' Day: Two-week period preceding Lovers' Day (June 12). Father's Day: Two-week period preceding Father's Day (every second Sunday of August). Children's Day: Two-week period preceding Children's Day (October 12). Cyber Monday: Last Monday of November. Black Friday: Last Friday of November. Christmas season: November 15 to December 24.

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Growth rate of online sales on selected days in Brazil in 2016 and 2017, compared to the previous year

Brazil: online shopping growth rate 2016-2017, by holiday

Source and methodology information

Source(s)	Ebit; Profissional de E-commerce
Conducted by	Ebit
Survey period	2016 and 2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Profissional de E-commerce
Publication date	December 2017
Original source	profissionaldeecommerce.com.br
Website URL	visit the website

Notes:

* No data available for 2017, as of April 2018. This statistic was assembled from several releases of the same source. Consumer's Day (known in English as World Consumer Rights Day): March 15. Mother's Day: Two-week period preceding Mother's Day (every second Sunday of May). Lovers' Day: Two-week period preceding Lovers' Day (June 12). Father's Day: Two-week period preceding Father's Day (every second Sunday of August). Children's Day: Two-week period preceding Children's Day (October 12). Cyber Monday: Last Monday of November. Black Friday: Last Friday of November. Christmas season: November 15 to December 24.

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Net Promoter Score (NPS) of retail e-commerce in Brazil as of October 2016, by product category

Brazil: Net Promoter Score of retail e-commerce 2016, by category

Source and methodology information

Source(s)	Ebit; ecommercebrasil.com.br
Conducted by	Ebit
Survey period	October 2016
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ecommercebrasil.com.br
Publication date	December 2016
Original source	Conferência E-Commerce Brasil Nordeste 2016, page 27
Website URL	visit the website

Notes:

n.a.

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Net Promoter Score of online shopping portal Netshoes in Brazil in 2016 and 2017

Brazil: Net Promoter Score of e-tailer Netshoes 2016-2017

Source and methodology information

Source(s)	Net Promoter Score; Conecta; IBOPE (DTM)
Conducted by	Net Promoter Score; Conecta; IBOPE (DTM)
Survey period	September 2016 and 2017*
Region(s)	Brazil
Number of respondents	2,000
Age group	16 years and older
Special characteristics	<i>n.a.</i>
Published by	Exame
Publication date	January 2018
Original source	exame.abril.com.br
Website URL	visit the website

Notes:

* In 2017, data collection was carried out between September 21 and October 2. The source does not provide the exact survey date for 2016. The source uses the term "recommendation index" ("índice de recomendação") instead of Net Promoter Score, though the methodology described is equivalent to that of the NPS.

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Net Promoter Score of online shopping portal Mercado Livre in Brazil in 2016 and 2017

Brazil: Net Promoter Score of e-tailer Mercado Livre 2016-2017

Source and methodology information

Source(s)	Net Promoter Score; Conecta; IBOPE (DTM)
Conducted by	Net Promoter Score; Conecta; IBOPE (DTM)
Survey period	September 2016 and 2017*
Region(s)	Brazil
Number of respondents	2,000
Age group	16 years and older
Special characteristics	<i>n.a.</i>
Published by	Exame
Publication date	January 2018
Original source	exame.abril.com.br
Website URL	visit the website

Notes:

* In 2017, data collection was carried out between September 21 and October 2. The source does not provide the exact survey date for 2016. The source uses the term "recommendation index" ("índice de recomendação") instead of Net Promoter Score, though the methodology described is equivalent to that of the NPS.

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Net Promoter Score of Amazon in Brazil in 2016 and 2017

Brazil: Net Promoter Score of Amazon 2016-2017

Source and methodology information

Source(s)	Net Promoter Score; Conecta; IBOPE (DTM)
Conducted by	Net Promoter Score; Conecta; IBOPE (DTM)
Survey period	September 2016 and 2017*
Region(s)	Brazil
Number of respondents	2,000
Age group	16 years and older
Special characteristics	<i>n.a.</i>
Published by	Exame
Publication date	January 2018
Original source	exame.abril.com.br
Website URL	visit the website

Notes:

* In 2017, data collection was carried out between September 21 and October 2. The source does not provide the exact survey date for 2016. The source uses the term "recommendation index" ("índice de recomendação") instead of Net Promoter Score, though the methodology described is equivalent to that of the NPS.

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Net Promoter Score of eBay in Brazil in 2016 and 2017

Brazil: Net Promoter Score of eBay 2016-2017

Source and methodology information

Source(s)	Net Promoter Score; Conecta; IBOPE (DTM)
Conducted by	Net Promoter Score; Conecta; IBOPE (DTM)
Survey period	September 2016 and 2017*
Region(s)	Brazil
Number of respondents	2,000
Age group	16 years and older
Special characteristics	<i>n.a.</i>
Published by	Exame
Publication date	January 2018
Original source	exame.abril.com.br
Website URL	visit the website

Notes:

* In 2017, data collection was carried out between September 21 and October 2. The source does not provide the exact survey date for 2016. The source uses the term "recommendation index" ("índice de recomendação") instead of Net Promoter Score, though the methodology described is equivalent to that of the NPS.

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E-commerce sales revenue in Brazil in 2017 and 2021, by device (in billion U.S. dollars)

Brazil: e-commerce sales 2017-2021, by device

Source and methodology information

Source(s)	WorldPay
Conducted by	WorldPay
Survey period	November 2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Forecast
Published by	WorldPay
Publication date	November 2017
Original source	Global Payments Report, page 21
Website URL	visit the website

Notes:

n.a.

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Share of mobile commerce transaction volume in Brazil from January 2011 to December 2017

Brazil: m-commerce transaction volume 2011-2017

Source and methodology information

Source(s)	Ebit
Conducted by	Ebit
Survey period	January 2011 to January 2017
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	6-month period ending in the indicated month
Published by	Ebit
Publication date	February 2017
Original source	Webshoppers 35th Edition, page 25
Website URL	visit the website

Notes:

* Estimate ** Forecast as of January 2017

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Share of population who bought something online via phone in the past month as of 3rd quarter 2017, by country

Mobile phone commerce reach in selected countries 2017

Source and methodology information

Source(s)	We Are Social; GlobalWebIndex
Conducted by	GlobalWebIndex
Survey period	Q2 and Q3 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	16 to 64 years
Special characteristics	<i>n.a.</i>
Published by	We Are Social
Publication date	January 2018
Original source	Digital in 2018, page 127
Website URL	visit the website

Notes:

Data has been re-based to show national penetration.

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Share of mobile shoppers in selected countries who are satisfied with their mobile shopping experience as of August 2016

Mobile purchase satisfaction of mobile shoppers worldwide 2016, by country

Source and methodology information

Source(s)	IAB; On Device Research
Conducted by	IAB; On Device Research
Survey period	July 22 to August 17, 2016
Region(s)	Worldwide
Number of respondents	3,800
Age group	18 years and older
Special characteristics	mobile users who have purchased a product or service on mobile in the past 6 months
Published by	IAB
Publication date	September 2016
Original source	A Global Perspective of Mobile Commerce, page 23
Website URL	visit the website

Notes:

Question: And how satisfied are you with your experience purchasing products and services via your smartphone or tablet?

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Mobile shopping as percentage of total online sales on Black Friday in Brazil from 2013 to 2017

Brazil: Black Friday mobile shopping sales share 2013-2017

Source and methodology information

Source(s)	Ebit; Profissional de E-commerce
Conducted by	Ebit
Survey period	2013 to 2017*
Region(s)	Brazil
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Based on sales value
Published by	Profissional de E-commerce
Publication date	November 2017
Original source	profissionaldeecommerce.com.br
Website URL	visit the website

Notes:

* Data represents the share of online sales generated on the last Friday of November during the indicated time period. Data preceding 2017 comes from an earlier publication.

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Mobile wallet usage reach among mobile shoppers worldwide as of August 2016, by country

Mobile wallet usage reach among mobile shoppers 2016, by country

Source and methodology information

Source(s)	IAB
Conducted by	IAB
Survey period	July 22 to August 17, 2016
Region(s)	Worldwide
Number of respondents	3,800
Age group	18 years and older
Special characteristics	mobile users who have purchased a product or service on mobile in the past 6 months
Published by	IAB
Publication date	September 2016
Original source	A Global Perspective of Mobile Commerce, page 57
Website URL	visit the website

Notes:

Question: How have you paid for the products or services you bought via your smartphone/tablet in the past six months? Please select all that apply. - Mobile Wallet Usage

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