



E-commerce Data Portrait in Guatemala

How Guatemalans
buy online

January 2025

PCMI Payments & Commerce
Market Intelligence

Current State of E-commerce in Guatemala

1 out of 2 adults in Guatemala already buys online¹

US\$2.7 billion
E-commerce volume in Guatemala in 2024²

61% of the Guatemalan population uses the internet³

54% of businesses in Guatemala **sell online**⁴



Our data shows e-commerce in Guatemala will grow by 26% between 2024-2027 to reach US\$5.3 billion.

Profile of the Guatemalan online buyer⁵

65% of online shoppers use the internet for paying services

1 in 5 online consumers in Guatemala uses social media to shop



The Metropolitan Area

accounts for 73% of online sales

Saving time is the main motivator for online purchases (59% of buyers)

Distribution of payment methods for online purchases in Guatemala⁶

PCMI analysis based on transactional data of payment platforms in the Argentine market, 2024



63%

Internationally-enabled credit card



18%

Bank transfers



14%

Debit card



3%

Digital wallet



2%

Other*

*Includes gift cards, pay-on-delivery, and other miscellaneous payment methods
The total may not sum up to 100% due to rounding

Devices for purchasing online⁷

PCMI analysis based on online sales volume in Guatemala according to the device, 2024



Categories of best-selling e-commerce products in Guatemala⁸

Based on consumers who purchased these products over the past six months



Top online stores in Guatemala⁹

By traffic volume, Nov. 2024

1 **CEMACO**
4.28 million

2 **MAX**
3.04 million

3 **pacifiko.com**
2.96 million

4 **GuatemalaDigital**
2.79 million

5 **KEMIK**
2.38 million

Key data on the Guatemalan e-commerce market¹⁰



Most used digital wallet.

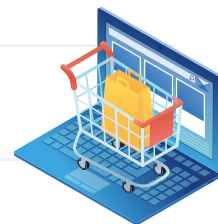


According to the CCG, **54% of online consumers** use cash on delivery as a payment method

International stores account for 68% of total e-commerce sales



Cross-border market is projected to grow by 20% in 2025



Next Steps

Part of the data included in this report comes from our most recent edition of **The Latin America E-commerce Data Library**, a compendium of transactional data obtained by Payments and Commerce Market Intelligence (PCMI) in 15 Latin American markets, including Guatemala.

Our data library is completely universal, as it includes data on retail, travel, transportation and home apps, digital goods and services, as well as all payment methods, including cards, wallets, bank transfers and cash. It also shows domestic e-commerce volume compared to cross-border volume, allowing companies looking to expand in LatAm to gauge their growth potential.

You can purchase the standard Latin America E-commerce Data Library report for a particular market such as Guatemala or for all 15 markets. Or you can purchase a report customized to your

needs, which could include cross-economy comparables and interactive charts.

We have historical data on e-commerce in Guatemala since 2019 and projections until 2027.

[Click for more information](#)

If you have other questions, you can contact the Managing Director of PCMI:

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About PCMI

PCMI conducts market intelligence for companies in the payments industry worldwide, helping them make decisions amid rapid industry change. PCMI's founders have more than four decades of experience and have produced +300 studies in over 30 countries.

PCMI conducts customized reports tailored to its clients' investment and project needs, including market sizing, opportunity benchmarking, partner research, customer insights and more.

For more information, please visit: paymentscmi.com