



E-commerce Data Portrait of Ecuador

How Ecuadorians
buy online

March 2025

PCMI Payments & Commerce
Market Intelligence

Current State of E-commerce and Digitization in Ecuador

1 in 2 adults

in Ecuador shops online¹

US\$6.4 billion

E-commerce volume in Ecuador, 2024²

84% of adults in Ecuador have a financial product³

95% of Ecuadorians use the internet every day⁴



PCMI data shows e-commerce in Ecuador will grow by 20% between 2024-2027 to reach US\$11 billion.

Profile of the Ecuadorian online buyer⁵

32% of Ecuadorians have used AI services (chatbots, personalized recommendations, etc.) for online shopping

42% rely on recommendations from friends, acquaintances, and family when shopping online



Half of online shoppers (52%) belong to the lower-middle socioeconomic class



WhatsApp (74%) and **Instagram** (72%)
Most used social networks for online shopping

Distribution of payment methods for online purchases in Ecuador⁶

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



74%
Credit card



16%
Debit card



6%
Digital wallet



3%
Bank transfer



1%
Other*



1%
Cash payments

* 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 Ecuador according to the device, 2024

25%
desktop



75%
mobile

Categories of best-selling e-commerce products in Ecuador⁸

Based on the average purchases in 2024



1
Services
87%



2
Personal goods
78%



3
Food, beverages,
and tobacco
73%



4
Entertainment
59%



5
Technology
56%

Top online stores in Ecuador⁹

By web traffic in January 2025

1  **mercado libre**
3.44 million

2 **AliExpress**
3.32 million

3 **ebay**
2.23 million

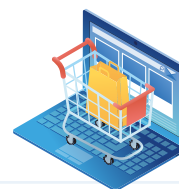
4 **SAMSUNG**
1.47 million

5 **Fybeca**
1.42 million

Key data on the Ecuadorian e-commerce market¹⁰

deuna!

Most used digital wallet for online shopping in Ecuador



NETFLIX prime Streaming services account for only 3% of Ecuador's e-commerce, but their sales volume is expected to grow 75% in 2025!

Domestic stores account for 55% of e-commerce sales

Cross-border e-commerce is projected to grow by 21% 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 Ecuador.

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 Ecuador 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 Ecuador since 2020 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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Sources cited in this infographic report:

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PCMI

Payments & Commerce
Market Intelligence

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