



E-commerce Data Portrait of Colombia

How Colombians buy online

January 2025

PCMI Payments & Commerce
Market Intelligence

Current State of E-commerce in Colombia

88% of adults

in Colombia already buy online¹

US\$52 billion

E-commerce volume in Colombia in 2024²

95% bank and fintech penetration among adult population³

2% of retail sales in Colombia come from online purchases⁴

Top purchasing regions⁵

Valle del Cauca
13%

Antioquia **22%**

Bogotá **46%**

Our data shows e-commerce in Colombia will grow by 16% between 2024-2027 to reach US\$81 billion.

Profile of the Colombian online buyer

2 out of 5 internet users

discover brands or products through social media⁶

On average, each Colombian spends

US\$49 per online purchase⁷

PSE is the most used bank transfer method

(over 370 million transactions during Q1 2024).⁸

1/3 of online shoppers are 25-34 years old⁹



Distribution of payment methods for online purchases in Colombia¹⁰

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



43%

Internationally-enabled credit card



34%

Bank transfers



6%

Debit card



5%

Digital wallet



4%

Buy Now Pay Later



3%

Domestic-only credit card



3%

Cash payments



2%

Other*

*Includes gift cards, pay-on-delivery, and other miscellaneous payment methods

The total may not sum up to 100% due to rounding

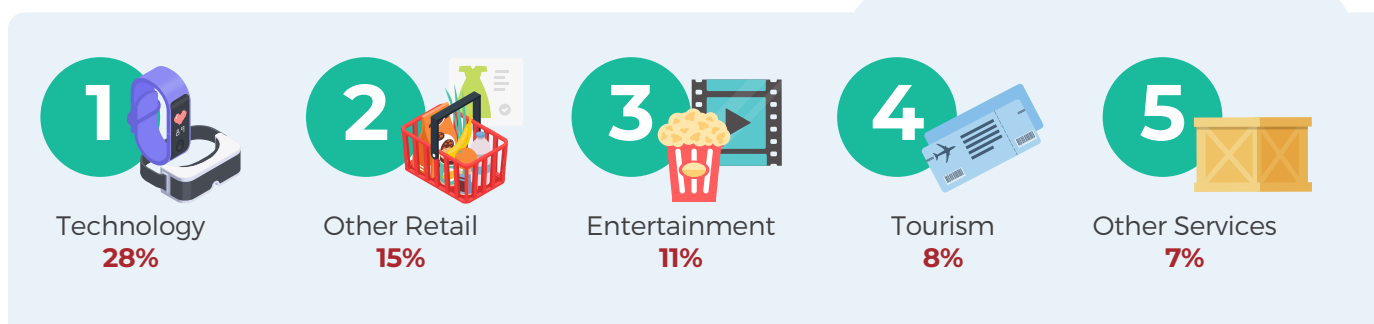
Devices for purchasing online¹¹

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



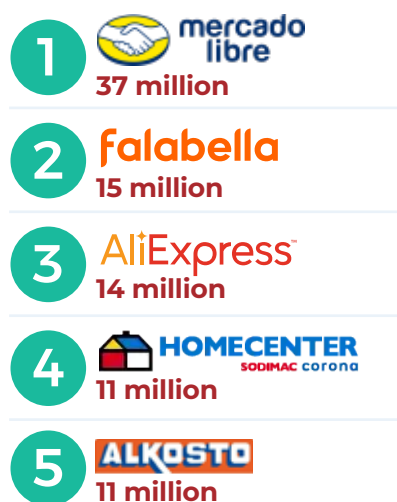
Categories of best-selling e-commerce products in Colombia¹²

Based on sales share during Q2 2024



Top online stores in Colombia¹³

By web traffic, Nov. 2024



Key data on the Colombia e-commerce market¹⁴

Bancolombia

Credit and debit cards issued by this entity are the most used for online purchases

Domestic websites account for 85% of total e-commerce sales



Cross-border market

is projected to grow by 18% in 2025



PSE represents 95% of online purchases paid through bank transfers



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 Colombia.

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 Colombia 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 Colombia since 2018 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