E-commerce Data Portrait in Costa Rica

How Costa Ricans buy online

January 2025

PCMI Payments & Commerce Market Intelligence

Current State of E-commerce in Costa Rica

4 out of 5 adults in Costa Rica already buy online[1]

US$6.4 billion
E-commerce volume in Costa Rica in 2024[2]

90% of Costa Ricans over 15 years old
have an account in the formal financial system[3]

Our data shows e-commerce in Costa Rica will grow by 13% in 2024-2027 to reach US$9.3 billion.

Profile of the Costa Rican online buyer

65% of online shoppers have a salary higher than **US$800 per month**[4]

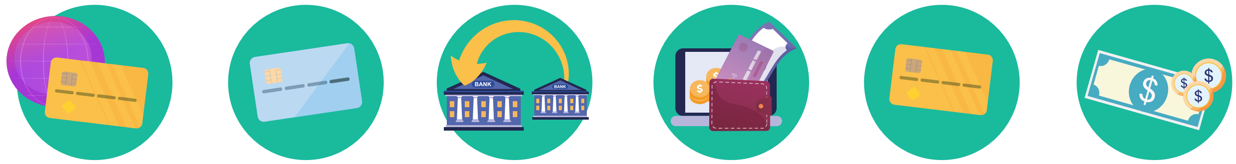
On average, each Costa Rican spends **US$1,062 a year** on e-commerce[5]

41% of online consumers are the main breadwinners[6]

18-34 years
Age range of the regular online buyer[7]

Distribution of payment methods for online purchases in Costa Rica[8]

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



68% Internationally-enabled credit card

16% Debit card

10% Bank transfers

3% Digital wallet

1% Domestic-only credit card

1% Other*

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

Devices for purchasing online[9]

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

Categories of best-selling products in Costa Rica[10]

Based on share of consumer buying these products in the last 6 months

1. Meals (from restaurants) **78%**
2. Clothing and footwear **57%**
3. Personal care products **45%**
4. Food and groceries **36%**
5. Technology products **35%**

Top online stores in Costa Rica[11]

Based on web traffic in December 2024

1. AliExpress **2.5 million**
2. Walmart **2 million**
3. INTELEC **1.4 million**
4. ebay **1.2 million**
5. SAMSUNG **1.1 million**

Key data on the Costa Rican e-commerce market[12]

Domestic stores account for 55% of total e-commerce sales

Cross-border market project to grow by 10% in 2025

Retail commerce,
the main vertical of e-commerce in Costa Rica—captures 52% of the sales volume

SaaS (Software as a Service)
represents 10% of online sales.

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 Costa Rica.

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 Costa Rica 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 Costa Rica since 2016 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:

1 PCMI. (2024). E-commerce Data Library

2 PCMI. (2024). E-commerce Data Library

3 Durán, A. (June 4, 2024). Bancarización aumenta hasta el 90% de los ticos mayores de 15 años. La Nación

4 Encuesta en el marco del Observatorio Comercio Electrónico, Costa Rica, 2022. Conversión a dólares de CR¢500.000

5 PCMI. (2023). E-Commerce Data Library

6 Encuesta en el marco del Observatorio Comercio Electrónico, Costa Rica, 2022

7 Encuesta en el marco del Observatorio Comercio Electrónico, Costa Rica, 2022

8 PCMI. (2024). E-commerce Data Library

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10 Encuesta en el marco del Observatorio Comercio Electrónico, Costa Rica, 2022

11 Semrush. (2024). Top websites in Costa Rica (Retail Industry). Traffic as of December 2024

12 PCMI. (2024). E-commerce Data Library

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