



E-commerce Data Portrait of the Dominican Republic

How Dominicans
shop online

March 2025

PCMI Payments & Commerce
Market Intelligence

Current State of E-commerce and Digitization in the Dominican Republic

7 out of 10 adults
in the DR already shop online¹

US\$5.2 billion
E-commerce volume in the
Dominican Republic, 2024²

There are **8.7 million**
online banking users
in the Dominican Republic³

As of 2022, only **21.5%** of the
population over 10 years old had
"meaningful connectivity"⁴

76% of the population
accesses the internet at least
once a day⁵

*Connectivity that is available, frequently used, useful, high-quality, secure, reliable, affordable (cost), and accessed through an adequate device.



PCMI data indicates that e-commerce in the Dominican Republic will grow at a 17% CAGR between 2024-2027, reaching US\$8.3 billion.

Profile of the Dominican Online Shopper

82% of households in DR
that shop online use WhatsApp as
their access channel, primarily
purchasing from *colmados*
(cornerstores)⁶

1 in 2 Dominicans (52%) buy
an FMCG product through
e-commerce (versus the
regional average of 10%)⁷



25-44 years
Age range of the
typical online shopper
(over 50%)⁸

66% of online sales
volume comes from
the retail sector⁹

Distribution of payment methods for online purchases in the Dominican Republic¹⁰

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



66%
Credit card



21%
Debit card



7%
Digital wallet



4%
Bank transfer



2%
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

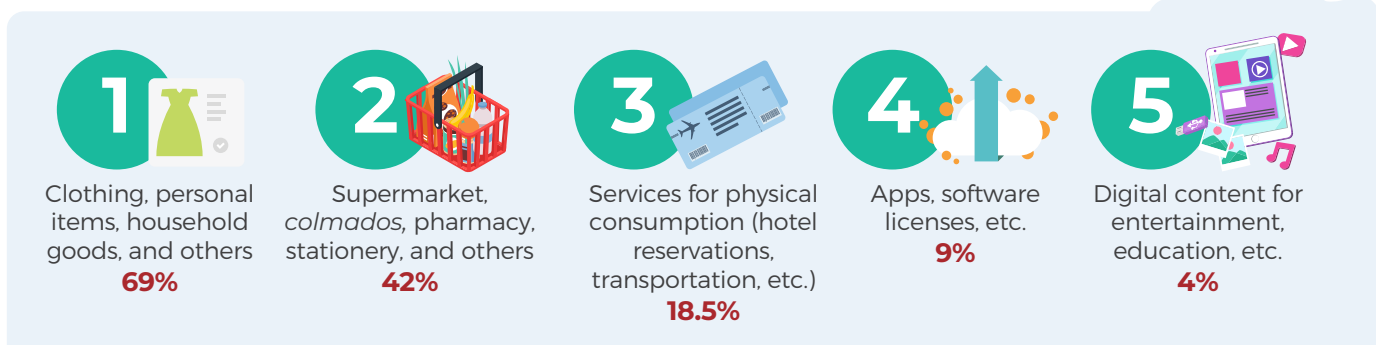
Devices for purchasing online¹¹

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



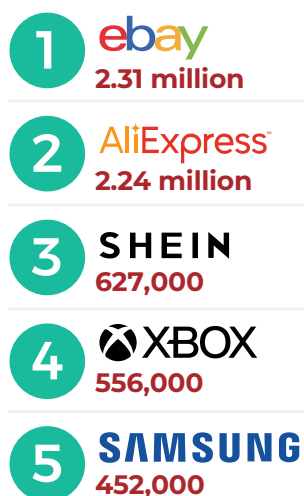
Categories of best-selling e-commerce products in the Dominican Republic¹²

Based on users who bought these products online in the last three months



Top online stores in the Dominican Republic¹³

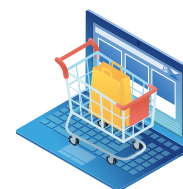
By web traffic in February 2025



Key Highlights of the Dominican E-commerce Market¹⁴



Most Used Digital Wallets for Online Shopping in DR — They account for 58% and 40% of the wallet payment volume, respectively



Foreign stores account for 57% of e-commerce sales in DR

Cross-border e-commerce is projected to grow by 22% in 2025, while local e-commerce will grow by 16%



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 the Dominican Republic.

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 the Dominican Republic 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 the Dominican Republic 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:

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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