



E-commerce Data Portrait of Paraguay

How Paraguayans
shop online

March 2025

PCMI Payments & Commerce
Market Intelligence

Current State of E-commerce and Digitization in Paraguay

4 out of 5 adults

in Paraguay already shop online¹

US\$700 million

E-commerce volume in Paraguay, 2024²

Electronic payments account for

26% of private consumption³

78% of Paraguayans over the age of 10 use the internet⁴



PCMI data indicates that e-commerce in Paraguay will grow at a 28% CAGR between 2024-2027, reaching US\$1.5 billion.

Profile of the Paraguayan online buyer⁵

45% of online shoppers who buy from **local stores** purchase products or services **at least once a month**

51% of online shoppers who buy from **foreign stores** make purchases at least **once every six months**



Most used online shopping channels in Paraguay:

in Paraguay:

- **Website**— 100%
- **Social media**— 66%
- **WhatsApp** — 46%



"Prices and promotions"

The most sought-after information by potential online buyers (63%)

Distribution of payment methods for online purchases in Paraguay⁶

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



61%

Credit card



15%

Debit card



9%

Bank transfer



7%

Other*



5%

Digital wallet



3%

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 Paraguay according to the device, 2024

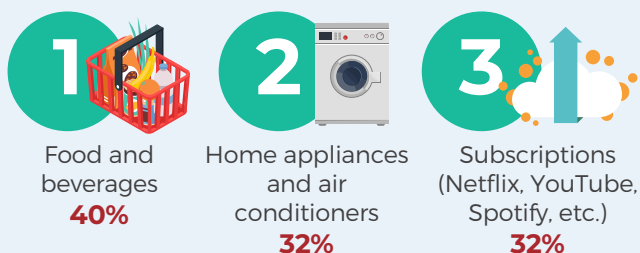
19%
desktop



Categories of best-selling e-commerce products in Paraguay⁸

Based on users who have purchased these products from local or foreign stores

Local stores:



Foreign stores:



Top online stores in Paraguay⁹

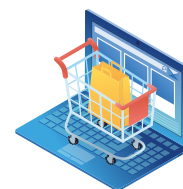
By web traffic in February 2025



Key data on the Paraguayan e-commerce market¹⁰



The leading cash payment services for online shopping in Paraguay, accounting for 81% of wallet-based payment volume



The leading cash payment services for online purchases. AquiPago holds a 59% market share

Foreign stores account for 77% of e-commerce sales in Paraguay

Cross-border e-commerce is projected to grow by 41% 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 Paraguay.

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 Paraguay 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 Paraguay 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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9 Semrush. (2024). Top websites in Paraguay (Retail Industry). February 2025

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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