



E-commerce Data Portrait of Brazil

How Brazilians buy online

January 2025

PCMI Payments & Commerce
Market Intelligence

Current State of E-commerce in Brazil

9 out of 10 adults
in Brazil already buy online¹

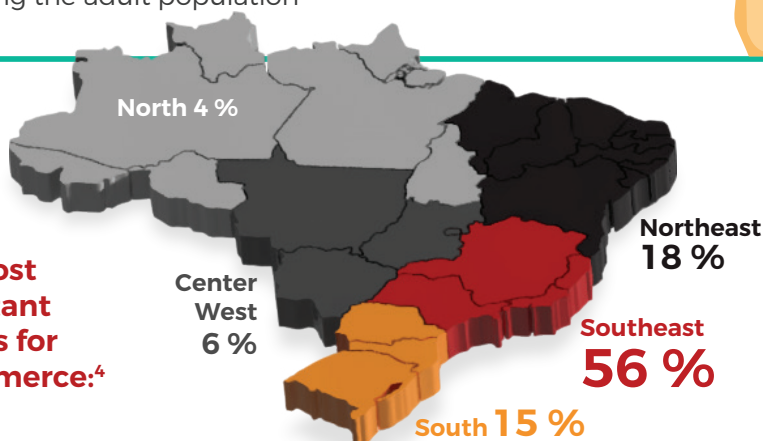
US\$346 billion

E-commerce volume in Brazil in 2024²

96% bank and fintech penetration
among the adult population³



The most
important
regions for
e-commerce:⁴



Our data
shows
e-commerce in
Brazil will
grow by 19% between
2024-2027 to reach
US\$586 billion.



Profile of the Brazilian online buyer

On average, each Brazilian spends:

US\$89 per online
purchase⁵

During the year, they spend

US\$1,269⁶



Shopping apps

77% of online shoppers
used them in the last six months⁷

6 out of 10

online shoppers made purchases
on international websites in the
past six months⁸

Distribution of payment methods for online purchases in Brazil⁹

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



40 %
Pix



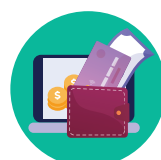
34 %
Domestic-
only credit
card



10 %
Internationally-
enabled credit
card



8 %
Boleto
bancário



7 %
Digital
wallet



1 %
Debit card

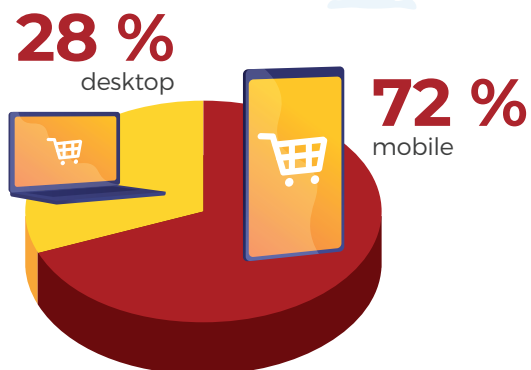


1 %
Buy Now Pay
Later

Numbers may not add up to 100% due to rounding

Devices for purchasing online¹⁰

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



State of Pix in Brazil¹¹

As of November 2024:

57 billion 2024 transactions

US\$3.8 trillion

Transaction volume in 2024

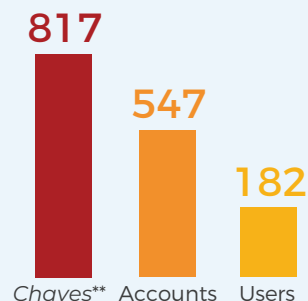
75 % of Brazil's total population use Pix.



Adoption of Pix in Brazil (in millions)*

*Figures are as of Dec 2024

**Chaves (keys) are aliases people use to register with Pix; for example, a phone number, email address, or identification number. A user may have multiple chaves.



Categories of best-selling e-commerce products in Brazil¹²

Based on the increase in online orders in H1 2024 vs the same period last year



Top online stores in Brazil¹³

By traffic, Nov 2024



Key data on the Brazilian e-commerce market¹⁴



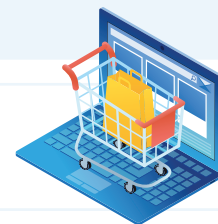
Pix is the most innovative alternative payment method in LatAm, accounting for 40% of total e-commerce volume in Brazil.

Around 75% of the population in Brazil use Pix.

Domestic stores

account for 92% of total e-commerce sales

Cross-border market is projected to grow by 32% 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 in 15 Latin American markets, including Brazil.

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 Brazil 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 Brazil 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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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