



E-commerce Data Portrait of Chile

How Chileans buy online

January 2025

PCMI Payments & Commerce
Market Intelligence

Current State of E-commerce in Chile

9 out of 10 adults
in Chile already buy online¹

US\$35 billion
E-commerce volume in Chile in 2023²

96% of Chileans
have some type of financial product*³
*Debit card, digital wallet, savings account, credit card, among others.

25% of retail sales
in Chile come from
online purchases⁴



Our data shows e-commerce in Chile will grow by 9% between 2024-2027 to reach about US\$46 billion.

Profile of the Chilean online buyer⁵

Large retail stores
Most used online shopping channel (64% of consumers)

falabella lider  **RIPLEY**

54% of online consumers
are women



36% of online consumers in Chile belong to the socioeconomic group D

26-40 years
Age range of the regular online buyer (34%)

Distribution of payment methods for online purchases in Chile⁶

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



58%
Internationally-enabled credit card



20%
Debit card



9%
Bank transfers



7%
Digital wallet



2%
Domestic-only credit card



2%
Other*



2%
Cash payments

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

Devices for purchasing online⁷

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



Categories of best-selling e-commerce products in Chile⁸

% of consumers that purchase these products



Top online stores in Chile⁹

By web traffic, November 2024



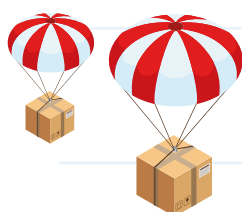
Key data on the Chilean e-commerce market¹⁰

webpay.cl concentrates **74% of online sales through bank transfers**
transbank.

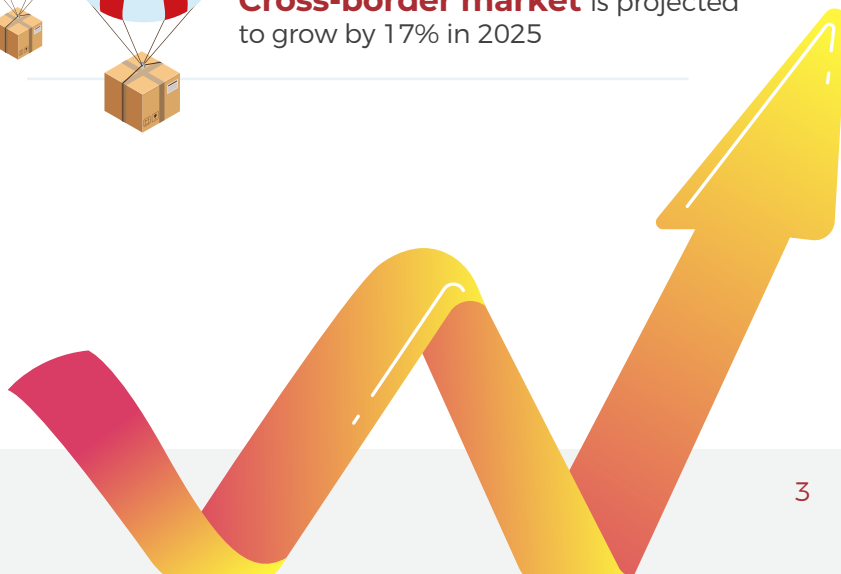
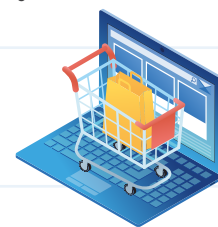
cleo venti

Leading providers of Buy Now Pay Later in Chile

Domestic stores account for 75% of total e-commerce sales



Cross-border market is projected to grow by 17% 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 Chile.

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 Chile 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 Chile 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