



E-commerce Data Portrait of Peru

How Peruvians buy online

January 2025

PCMI Payments & Commerce
Market Intelligence

Current State of E-commerce in Peru

3 out of 5 adults
in Peru already buy online¹

US\$37 billion
E-commerce volume in Peru in 2024²

5.4%
Contribution of e-commerce to GDP³

8.6% of retail sales
in Peru are generated
online⁴



Our data shows e-commerce in Peru will grow by 17% between 2024-2027 to reach about US\$59.5 billion.

Profile of the Peruvian online buyer

On average, each Peruvian spends
US\$55 per online purchase⁵

7 out of 10 Peruvian consumers
prefer to go from inspiration to purchase "as
quickly as possible"⁶

Supermarkets

Leading channel for online shopping,
accounting for 19% of Peruvians' annual
spending⁷



57% of online consumers have
made purchases
through social media⁸

25-34 years

Age group
representing 38% of
online shoppers⁹

Distribution of payment methods for online purchases in Peru¹⁰

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



49%
Debit card



24%
Internationally-
enabled credit
card



12%
PagoEfectivo



10%
Digital
wallet



3%
Domestic-
only credit
card



2%
Bank transfers



1%
Other*

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

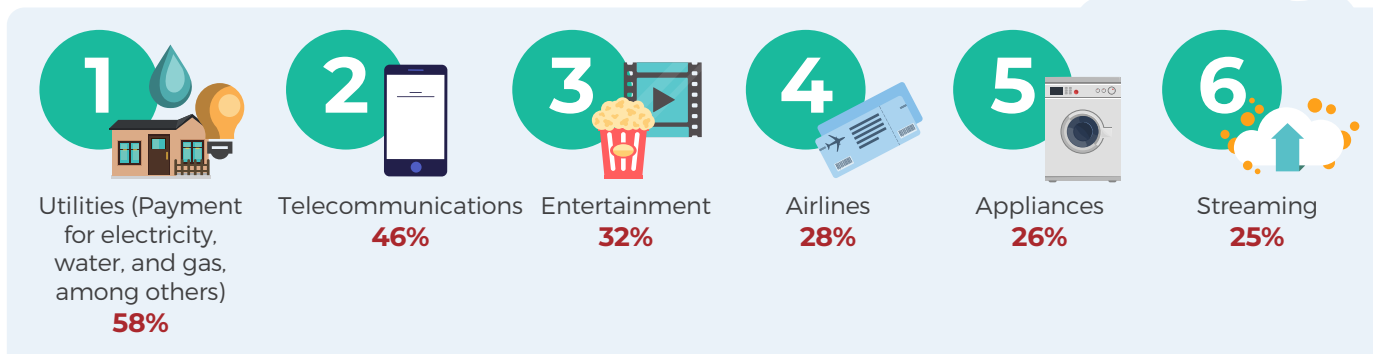
Devices for purchasing online¹¹

PCMI analysis based on online sales volume in Peru, 2024



Categories of best-selling e-commerce products in Peru¹²

Based on the increase in sales in 2023



Top online stores in Peru¹³

By web traffic, Nov. 2024

1 falabella
25 million

2 AliExpress™
15 million

3 RIPLEY.com
11.5 million

4 mercado libre
11.2 million

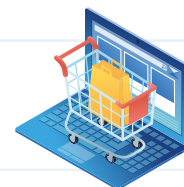
5 plaza vea
11 million

Key data on the Peruvian e-commerce market¹⁴



Yape captures 50% of the e-commerce volume through digital wallets

Domestic stores account for 56% of total e-commerce sales



Cross-border e-commerce is projected to grow by 24% in 2025



Retail accounts for **48% of the e-commerce volume in Peru**



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 Peru.

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 Peru 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 Peru since 2016 and projections until 2027.

[Click for more information](#)

If you have other questions, you can contact the Managing Director of PCMI:

Lindsay Lehr

Managing Director
lindsay@paymentscmi.com



Sources cited in this infographic report:

- 1 PCMI. (2024). E-commerce Data Library
- 2 PCMI. (2024). E-commerce Data Library
- 3 CAPECE. (2024)
- 4 CAPECE. (2024)
- 5 CAPECE. (2024). Reporte oficial de la industria de ecommerce en Perú. Conversión a dólares de S/210
- 6 VML. (2024). The future shopper - LATAM 2024

- 7 VML. (2024). The future shopper - LATAM 2024
- 8 VML. (2024). The future shopper - LATAM 2024
- 9 eCommerce Institute. (2023)
- 10 PCMI. (2024). E-commerce Data Library
- 11 PCMI. (2024). E-commerce Data Library

- 12 CAPECE. (2024). Reporte oficial de la industria de ecommerce en Perú
- 13 Semrush. (2024)
- 14 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