



E-commerce Data Portrait of Argentina

How Argentines buy online

January 2025

PCMI Payments & Commerce
Market Intelligence

Current State of E-commerce in Argentina

8 out of 10 adults

in Argentina already buy online¹

US\$33 billion

E-commerce volume in Argentina in 2024²

100% bank and fintech penetration among adult population³

18% of retail sales in Argentina come from online purchases⁴



Our data shows e-commerce in Argentina will grow by 14% between 2024-2027 to reach US\$50 billion.

Profile of the Argentine online buyer

2 out of 5 online consumers

made purchases during the last month⁵

On average, each Argentine spends

US\$80 per online purchase⁶



70%

of online shoppers in Argentina consider the price/cost of an item to be the most important factor when shopping online⁷

35-44 years

Age range of the regular online buyer⁸

Distribution of payment methods for online purchases in Argentina⁹

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



46%

Digital wallet



22%

Domestic-only credit card



12%

Internationally-enabled credit card



11%

Debit card



3%

Other*



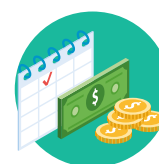
3%

Cash payments



2%

Bank transfers



1%

Buy Now Pay Later

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

Devices for purchasing online¹⁰

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

29%
desktop



71%
mobile

Categories of best-selling e-commerce products in Argentina¹¹

Based on units sold during H1 2024



1
Food and
beverages



2
Tools and
construction



3
Home, furniture,
and garden



4
Non-sport
clothing



5
Accessories for
motorcycles, cars,
and other vehicles

Top online stores in Argentina¹²

By web traffic, November 2024

1  **mercado libre**
90 million

2 **FRÁVEGA** 
12 million

3  **XBOX**
10 million

4  **tiendanube**
7 million

5 **SAMSUNG**
6 million

Key data on the Argentine e-commerce market¹³



mercado pago

Most used digital wallet
for online purchases



Most used card network

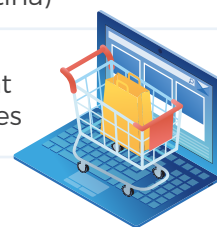
for online purchases (captures over 60% of card payments in Argentina)



Domestic stores account
for 92% of total e-commerce sales

Cross-border market

is projected to grow by 18% 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 Argentina.

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 Argentina 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 Argentina since 2018 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 Cámara Argentina Fintech. (Feb. 2024). Informe de Inclusión Financiera – 1er semestre 2023
- 4 Kantar, CACE. (2024). Estudio Mid-term 2024
- 5 Kantar, CACE. (2024). Informe Mid-term 2024

- 6 Kantar, CACE. (2024). Informe Mid-term 2024. Conversion to dollars of AR\$83,256.
- 7 VML. (2024). The Future Shopper LATAM Report 2024
- 8 Kantar, CACE. (2024). Informe Mid-term 2024
- 9 PCMI. (2024). E-commerce Data Library
- 10 PCMI. (2024). E-commerce Data Library

- 11 Kantar, CACE. (2024). Informe Mid-term 2024
- 12 Semrush. (2024). Web traffic November 2024, top retail websites
- 13 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