LATIN AMERICA B2C E-COMMERCE MARKET 2014

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- In addition to reports on markets and competitors, yStats.com also carries out client-specific research.
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# General Information

## Product Details

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<td>Number of Pages/Charts</td>
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<td>Covered Countries/Regions</td>
<td>Global, Latin America, Brazil, Mexico, Argentina, Colombia, Chile, Peru, Venezuela, Ecuador</td>
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## Prices

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<td>Site License</td>
<td>€ 3,675</td>
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<tr>
<td>Global Site License</td>
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## Questions Answered in This Report

- What is the current state and what are the prospects of B2C E-Commerce in Latin America?
- What trends form on the emerging online retail market in this region?
- How do the countries in Latin America compared to other countries worldwide and to each other in terms of B2C E-Commerce?
- What local and international players are leading in online retail in Latin America?
Potential for Expansion in Online Retail in Latin America

Latin America is the fourth largest region worldwide by B2C E-Commerce sales. Two of the emerging B2C E-Commerce markets in the region, Brazil and Mexico, rank among the top twenty countries by the size of the online retail market. Together with Argentina, these countries account for almost two-thirds of all B2C E-Commerce sales generated in the region. While Brazil is an unquestioned leader in terms of sales, Mexico is ahead of it by annual growth and Argentina tops both in terms of online shopper penetration.

Latin America’s growth potential goes beyond these three evident leaders. Colombia is forecasted to outpace Brazil, Argentina and Mexico in terms of sales growth in the next five years. Another country with an untapped potential is Chile. Internet penetration in Chile is among the highest in the region and online retail is growing rapidly, with demand staying ahead of local supply. In Peru, Internet users only start to grasp the benefits of online shopping, with concerns about safety of online credit card payment and fears that the product will not be delivered hampering faster adoption.

Venezuela and Ecuador lag behind these countries in terms of B2C E-Commerce sales. In Venezuela, the adverse economic situation and restrictive regulations have negatively impacted the development of online retail, but new regulatory initiatives could reverse the trend and increase online shopping to the relatively large population. In Ecuador, less than 1% of households had experience with online shopping, as of 2014, but the spread of Internet penetration, economic growth and decreasing poverty rates facilitate development of B2C E-Commerce in this country.

Mobile commerce is an important trend in this region, as the majority of Internet subscriptions in many countries is now mobile, growing along with smartphone penetration. Mexico is the regional leader in this trend, with mobile shopper penetration being the highest. Furthermore, cross-border online shopping is a significant characteristic of B2C E-Commerce in Latin America.

As online retail in many countries in Latin America is at early stages of development, familiar worldwide online merchants, such as Amazon, eBay and Alipay are popular destinations for online shoppers. Nevertheless, several local leaders have already emerged. The regional E-Commerce marketplace operator, MercadoLibre is the most visited website in the retail category across all of the monitored countries. Brazil-based B2W Digital is another important player, especially in its home market, with online shops such as Americanas, Submarino and Shoptime. NovaPontocom, which became part of Cnova N.V. together with Groupe Casino’s Cdiscount, operates online shops and marketplaces in the region. Brazil-based online seller of sports goods, NetShoes, is another prominent player. Local store-based retailers, including Colombian Grupo Exito and Chile-based Falabella, are also developing their online channels to take advantage of the booming B2C E-Commerce in the region.
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- B2C E-Commerce Overview and International Comparisons, 2014
Computer was the device most used for the latest online purchase by shoppers in Argentina, Brazil and Mexico in March 2014.

**Latin America**: Breakdown of the Last Online Purchase, by Device Used, in % of Online Shoppers, by Argentina, Brazil and Mexico, March 2014

<table>
<thead>
<tr>
<th></th>
<th>Computer</th>
<th>Smartphone</th>
<th>Tablet</th>
<th>Other Internet-Enabled Device</th>
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<tr>
<td>Argentina</td>
<td>89%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Brazil</td>
<td>88%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Mexico</td>
<td>78%</td>
<td>13%</td>
<td>7%</td>
<td>2%</td>
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</table>

Note: may not add up to 100% due to rounding
Survey: based on a survey of 1,000 consumers in Argentina, 1,000 in Brazil and 1,000 in Mexico, including online and offline shoppers, ages 18+, conducted between January and March 2014.
Source: Google, Trends Interest, 2014

The majority of online shoppers in Mexico purchased from domestic sites between 2010 and 2013.

**Mexico**: Breakdown of Online Shopping Destination, by Domestic Sites, International Sites and Both, in % of Online Shoppers, 2010 - 2013

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<tr>
<th>Year</th>
<th>Domestic Sites</th>
<th>International Sites</th>
<th>Both</th>
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<tr>
<td>2013</td>
<td>71%</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>2012</td>
<td>71%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>2011</td>
<td>71%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>2010</td>
<td>67%</td>
<td>22%</td>
<td>10%</td>
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Survey: based on a survey of households
Note: may not add up to 100% due to rounding
Source: National Institute of Statistics and Geography (INEGI), November 2013
General Methodology of our Market Reports:

- This report includes the results of secondary market research: By using various sources we ensure maximum objectivity for all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- The report covers the B2C E-Commerce market. It takes into account a wide definition of B2C E-Commerce, and might include mobile commerce and social commerce. B2B E-Commerce and C2C E-Commerce are not included, unless stated otherwise.
- This report contains a Management Summary, summarizing the main information provided in each chapter.
- Cross referencing of data was conducted in order to ensure validity and reliability.
- Besides providing information on the specific topic, every chart contains an Action Title, which summarizes the main statement of the chart and a Sub Title, which gives information about the country, the topic, the unit or currency, and the time period the data on the chart refers to.
- Furthermore, the source of information and its release date are provided on every chart. It is possible that the information included in one chart is derived from several sources. Then, all sources are mentioned on the chart.
- This report also includes rankings. Within these rankings, it is possible that the total amount adds up to more than 100%. If this is the case, multiple answers were possible, and this is then mentioned in the note of the chart.
- If available, additional information about the data collection, for example the time of survey and number of people asked, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies were mostly used. When referencing them in the Action Title, the EUR values are also provided in brackets. The conversions are always made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the previous year was used.
- This report includes mainly data from the last 12 months. The exact publication dates are mentioned in every chart.

Methodology for our Latin America B2C E-Commerce Market report:

- This report opens with a regional chapter where the relevant region is compared to other regions worldwide and countries in this relevant region are compared to other countries worldwide and among each other, in terms of B2C E-Commerce indicators, such as sales, growth, Internet, mobile and online shopper penetration and others.
- A top country in the region by B2C E-Commerce sales, Brazil, opens the country chapters. For this country, major trends in the B2C E-Commerce market, sales figures, shares of B2C E-Commerce sales on the total retail market, main B2C E-Commerce product categories, relevant information about Internet users and online shoppers, as well as payment and delivery methods was included. Furthermore, major players in the B2C E-Commerce market were identified and presented. Players include Internet pure players as well as multi-channel retailers also selling their products online. For some leading players, also company profiles were included.
- Other countries follow in the descending order of B2C E-Commerce sales. For larger markets, such as Mexico and Argentina, the following information was included: B2C E-Commerce overview and international comparisons, trends, sales review and forecast, Internet users and online shoppers, payment and delivery methods, overview and ranking of the leading players. For Colombia and Peru, these sections were covered in a smaller scope, where the data was available. The two smallest of the covered B2C E-Commerce markets, Venezuela and Ecuador, were covered each in a text chart, describing the current state of the online retail market and its perspective, and comparing it to other countries in the region.
# Frequently Asked Questions

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<tr>
<td><strong>WHAT IS THE TARGET AUDIENCE FOR THE MARKET REPORTS?</strong></td>
<td>The target group of our B2C E-Commerce reports are decision makers in top-management, for example from the departments E-Commerce, Business Development, Strategy, Marketing, etc. from large corporations worldwide.</td>
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<td><strong>WHAT TYPE OF RESEARCHERS ARE FINDING THE INFORMATION FOR OUR MARKET REPORTS?</strong></td>
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<td>In general, the market reports are published on a yearly basis. For further information, please take a look at the report overview, which includes a list of the reports we plan to publish in 2014. If you would like to be informed as soon as the update is published, please inform us.</td>
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</tr>
<tr>
<td><strong>DO YOU OFFER AN ANNUAL SUBSCRIPTION OF THE MARKET REPORTS?</strong></td>
<td>Yes. Our product “Full Access Global E-Commerce Reports” gives customers access to all our E-Commerce market reports. Furthermore, access to all the market reports we publish during the subscription period is guaranteed.</td>
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Avira GmbH: Leading European Software Company

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Steve Rotter
Vice President of Marketing
Brightcove, Inc.: Leading Online Video Company

“yStats.com quickly and flexibly compiles the information we require. Regardless of whether we need local or transnational data, we always get the best results from yStats.com!”

Iris Stöckl
Director Investor and Public Relations
Wirecard AG: Leading E-Banking Company

“The flexibility that yStats.com offers ensures that we always receive analyses, data and reports that match our needs. Fast, objective and to the point!”

Dr. Marcus Ackermann
Member of the Executive Board
Bonprix: Leading Online Shopping Company

“When we need the latest trends and statistics on the retail, homeshopping and e-commerce market, we turn to yStats.com. yStats.com turns the data into concise information that is objective and reliable. yStats.com delivers a cost-efficient and time saving research service for our company.”

Selected References

Internet, Consulting, Retail, Finance and Other Companies

Internet
- Google
- Amazon
- eBay
- Avira
- Skype
- Digital River
- First Data
- Citrix Online
- Wirecard
- 1 & 1
- Skrill / Moneybookers
- Deutsche Telekom
- CyberSource
- bwin Interactive Entertainment
- Brightcove

Consulting
- Boston Consulting Group
- Deloitte
- Bain & Company
- Accenture

Retail
- OTTO Group
- Costco
- Tchibo Direct
- Diesel

Finance
- Goldman Sachs
- Credit Suisse
- Morgan Stanley
- Bank of America Merrill Lynch
- Citigroup
- Oppenheimer & Co.

Other
- Red Bull
- BASF
- Lego
- Beiersdorf
- Xerox
## Selected Published Reports

<table>
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<tr>
<th>Report</th>
<th>Publication Date</th>
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<td>Brazil B2C E-Commerce Market 2014</td>
<td>December 2014</td>
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<td>Global Mobile Payment Methods 2014</td>
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<td>Latin America Online Payment Methods: Second Half 2014</td>
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<td>Fraud in Global B2C E-Commerce &amp; Online Payment 2014</td>
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<td>Eastern Europe B2C E-Commerce Market 2014</td>
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<td>The World’s Leading B2C E-Commerce Companies 2014</td>
<td>October 2014</td>
<td>€ 450</td>
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<td>Global B2C E-Commerce Delivery 2014</td>
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<td>Europe B2C E-Commerce Delivery 2014</td>
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<td>Europe Cross-Border B2C E-Commerce 2014</td>
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<td>Europe Clothing B2C E-Commerce Report 2013</td>
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<td>Europe M-Commerce Snapshot 2014</td>
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<td>Global M-Commerce 2014: Smartphones &amp; Tablets</td>
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<td>Europe B2C E-Commerce Report 2013</td>
<td>September 2013</td>
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</tbody>
</table>

*Single User License
# Report Order Form

## Place Your Order As Follows

- Call us at + 49 40 39 90 68 50
- Fax us at + 49 40 39 90 68 51 using the form below
- Scan and Email us at order@ystats.com using the form below

## Choose Your License Type and Reports

Please confirm the license type you require:

- Single User License
- Site License
- Global Site License

<table>
<thead>
<tr>
<th>Report Title</th>
<th>Publication Date</th>
<th>Price (£)</th>
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## An Invoice Will Be Sent to Your Company. Please Complete Your Contact Details.

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<tr>
<th>Title: Mr/Mrs/Ms</th>
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<tr>
<th>Post Code/ZIP</th>
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</table>

Your Order is subject to our Terms & Conditions as attached hereto. All Forms must have a signature to confirm your order.

Signature

Where did you find us?

- Google/Search Engine
- Google Adwords/Online Advertising
- Article in Trade Journal
- Press Release
- Social Media
- Recommendation
- Others:

<table>
<thead>
<tr>
<th>EU Companies must supply VAT No</th>
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</thead>
<tbody>
<tr>
<td>Purchase Order No (if required)</td>
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<tr>
<td>Order Date</td>
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Note: Reports are provided in electronic PDF form. yStats.com will contact you in the future to provide our free newsletter or other mailings. If you do not wish to receive our newsletter or other mailings, you may advise us of this. Your contact information will not be sold to other organizations.

1. Site Licenses, allowing all users within a given geographical location of an organization to access the report, are available for double the price.
2. Global Site Licenses, allowing all worldwide users of an organization to access the report, are available for triple the price.

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Phone: +49 (0) 40 - 39 90 68 50
Fax: +49 (0) 40 - 39 90 68 51
1. SCOPE

1.1 This Agreement applies to the Parties hereto. The “Contract” or “Agreement” means this document. The “Order” or “Contract” means this document.

1.2 The terms and conditions of this Agreement apply to all orders placed by the Customer for the Products and Services provided by the Vendor.

2. OFFERS, ORDERS

2.1 With respect to the Parties, the Vendor shall provide the Customer with an “Order Form” or “Order Form #” specified herein. The “Order Form” or “Order Form #” refers to the document listing the Products and Services ordered by the Customer.

2.2 The Vendor shall provide the Customer with a “Product Order #” listed herein. This “Product Order #” refers to the document containing the details of the Products and Services ordered by the Customer.

2.3 The Vendor shall provide the Customer with a “Statement of Work” or “Statement of Work #” specified herein. This “Statement of Work” or “Statement of Work #” refers to the document detailing the provisions of the Services provided by the Vendor.

3. TERMS OF PAYMENT

3.1 The Price of the Products and Services shall be as stated in the Order Form. Payment shall be made in full at the time of the purchase, unless otherwise stated in the Order Form.

3.2 The Vendor reserves the right to cancel any order if the Customer fails to make timely payment.

4. INTELLECTUAL PROPERTY RIGHTS AND INDEMNITIES

4.1 All rights to the Products and Services are reserved with the Vendor. The Customer may not reproduce, distribute, or modify the Products and Services, unless otherwise stated in the Order Form.

4.2 The Vendor shall indemnify the Customer against any claims resulting from the use of the Products and Services, unless otherwise stated in the Order Form.

5. CONFIDENTIALITY

5.1 The Vendor shall maintain the confidentiality of all information related to the Products and Services, unless otherwise stated in the Order Form.

5.2 The Customer shall comply with all applicable laws and regulations regarding the protection of personal information.

6. DISCLAIMER OF WARRANTIES

6.1 The Vendor disclaims all warranties, express or implied, in connection with the Products and Services provided.

6.2 The Customer agrees to indemnify and hold the Vendor harmless from any claims resulting from the use of the Products and Services, unless otherwise stated in the Order Form.

7. LIMITATION OF LIABILITY

7.1 The Vendor’s liability shall be limited to the amount paid for the Products and Services, unless otherwise stated in the Order Form.

7.2 The Customer agrees to indemnify and hold the Vendor harmless from any claims resulting from the use of the Products and Services, unless otherwise stated in the Order Form.

8. TERMINATION

8.1 Either party may terminate this Agreement upon thirty (30) days’ notice in writing.

8.2 The Vendor may terminate this Agreement if the Customer fails to make timely payment.

9. MISCELLANEOUS

9.1 This Agreement shall be governed by the laws of the State of California, USA.

9.2 This Agreement shall be governed by the laws of the State of California, USA.

9.3 This Agreement shall be governed by the laws of the State of California, USA.

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