

Why Brazil's E-commerce Industry? *

12% growth

(2018 compared to 2017)

58 million

online consumers

(Brazil's total population is of 209.3 million)

↑ 41%

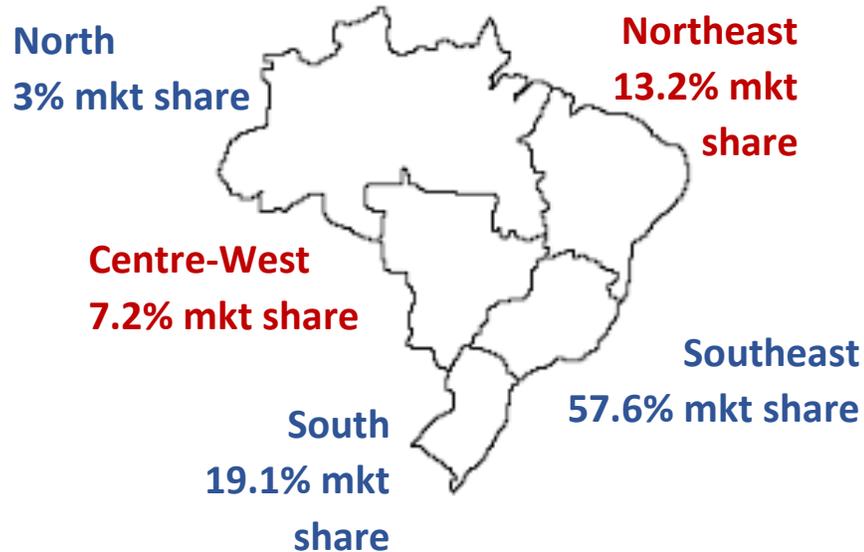
of m-commerce orders

US\$ 23.1 bi

Expenditure in

foreign websites

US\$ 13.8 bi in revenues



* Source: E-bit Webshoppers 2019 (2018 figures).

Trends and Opportunities

- Most purchased categories of products in foreign websites are **fashion and accessories** (33% of all purchases in 2018), followed by **electronics** (30%), **fragrances and cosmetics** (19%), and **home and decoration** (18%)
- Brazilian retailers are increasingly looking into **new technologies** to improve **customer experience** when purchasing online, to improve supply-chain **management**, security management, and consumer experience
- Emergence of mobile applications for express delivery of fast-moving consumer goods demonstrate consumers' interest in **new digital solutions**
- Companies must be aware of the **complex tax system in Brazil** and **customs procedures** to **successfully serve the local market**



More information on the E-commerce industry

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