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

North
3% mkt share

Northeast
13.2% mkt share

Centre-West
7.2% mkt share

Southeast
57.6% mkt share

South
19.1% mkt share

↑ 41%
# of m-commerce orders

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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