



Global E-Commerce Intelligence  
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**SAMPLE REPORT**  
**LATIN AMERICA B2C E-COMMERCE  
AND PAYMENT MARKET 2020 & COVID-19'S IMPACT**  
PUBLICATION DATE: AUGUST 2020

# PREFACE

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# GENERAL METHODOLOGY OF MARKET REPORTS

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## Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Our reports are based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

## Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

## Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

## Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

## Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, 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 are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are 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 past 12 months is used.

# METHODOLOGY OF THE CURRENT REPORT



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## **Report Coverage**

- The report covers the impact of the coronavirus (COVID-19) pandemic on B2C E-Commerce and payments in Latin America.

## **Report Structure**

- A regional chapter opens the report summarizing the effects of COVID-19 on B2C E-Commerce market in the region and the latest developments in payment methods.
- The rest of the report is divided by country. The countries are presented in the descending order of B2C E-Commerce sales.
- Depending on data availability, the following types of information were included in the country chapters: B2C E-Commerce sales development before COVID-19 and the impact of the pandemic, Internet and online shopper penetration, top product categories purchased online, most used payment methods, and the leading E-Commerce players. For the top 3 markets in the region, also a text chart with a qualitative overview of COVID-19's impact on B2C E-Commerce development was included.
- In addition to the country chapters about the major markets in the region, ten smaller markets were covered in the country profiles section. Each profile includes information such as population, GDP per capita, B2C E-Commerce sales, online shoppers number and penetration, largest product category, Internet penetration and mobile share of traffic, payment methods, top shopping websites, and other relevant B2C E-Commerce facts and figures.



# DEFINITIONS

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## The following expressions and definitions are used in this market report\*:

- **COVID-19 / CORONAVIRUS** An infectious disease triggered by an intense acute respiratory sickness. COVID-19 was first identified at the end of 2019 in Wuhan, China, and spread worldwide, becoming known as the coronavirus pandemic.
- **B2C E-COMMERCE** the sale of products (and services) through electronic transactions via the Internet from businesses to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer-to-consumer (C2C) sales.
- **E-COMMERCE SALES** the total sales generated either on the E-Commerce market in a certain country or region, or the total sales generated through E-Commerce by a player on the market.
- **ONLINE SHOPPERS** the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- **ONLINE TRAVEL** the sale of goods (and services) directly to consumers in other countries, with orders delivered from the country where the foreign shop is based or from a central logistics facility, i.e. across the country's borders.
- **ONLINE PAYMENT** Transfer of money made over the Internet following a consumer's payment command, includes payments for product and service purchased in B2C E-Commerce and M-Commerce.
- **E-WALLET/DIGITAL WALLET** A prepaid digital account, allowing users to store money and use it in online or mobile transactions. The examples of E-Wallets or digital wallets include Alipay and PayPal.
- **CONTACTLESS PAYMENT** Near Field Communication is a set of standards to create radio communication by bringing devices close together or having them touch each other. In that way, contactless data exchange and contactless payment transactions using an NFC-enabled smartphone or other mobile device can take place. Similarly, contactless payments can be made by credit and debit cards enabled with the contactless technology.
- **CONTACTLESS DELIVERY** A method of delivery where the parcel is left outside the door or dropped off at a specified location on the premises to avoid person-to-person contact when handing in the item.
- **BUY ONLINE PICK-UP IN STORE (BOPIS)** An omnichannel service allowing customers to order items online and have them delivered to a store outlet for pickup.

Note: \*the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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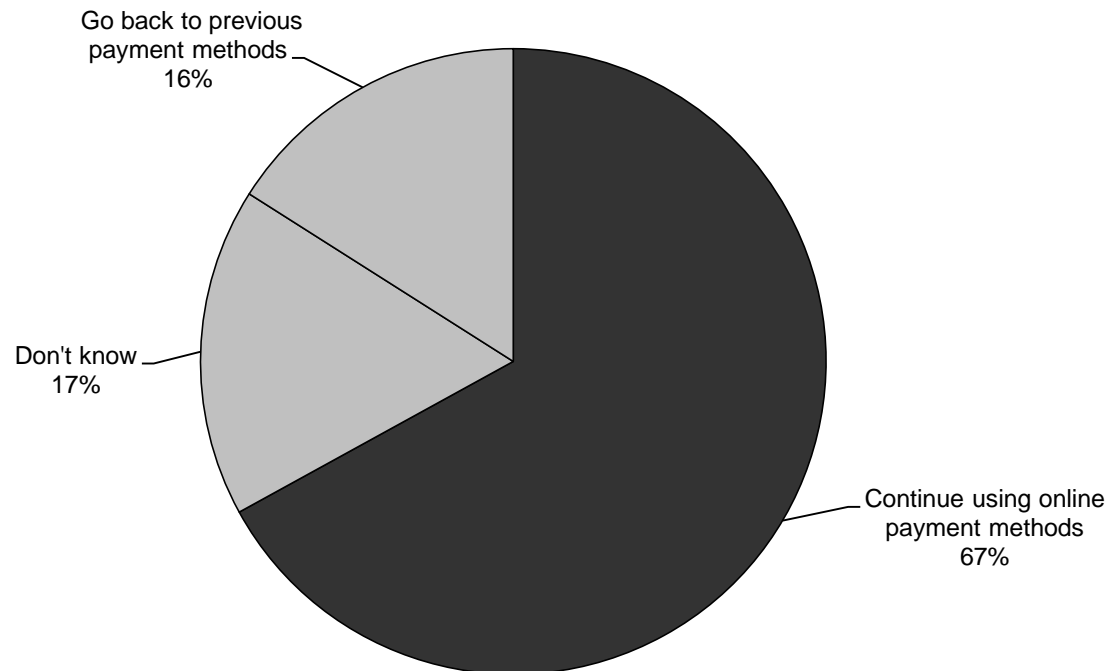
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## More than two-thirds of the consumers surveyed in Colombia in April 2020 planned to continue using online payments after COVID-19.

Colombia: Breakdown of Consumer Expectations Regarding The Use of Online Payment Methods Post-COVID-19 Outbreak, in %, April 2020



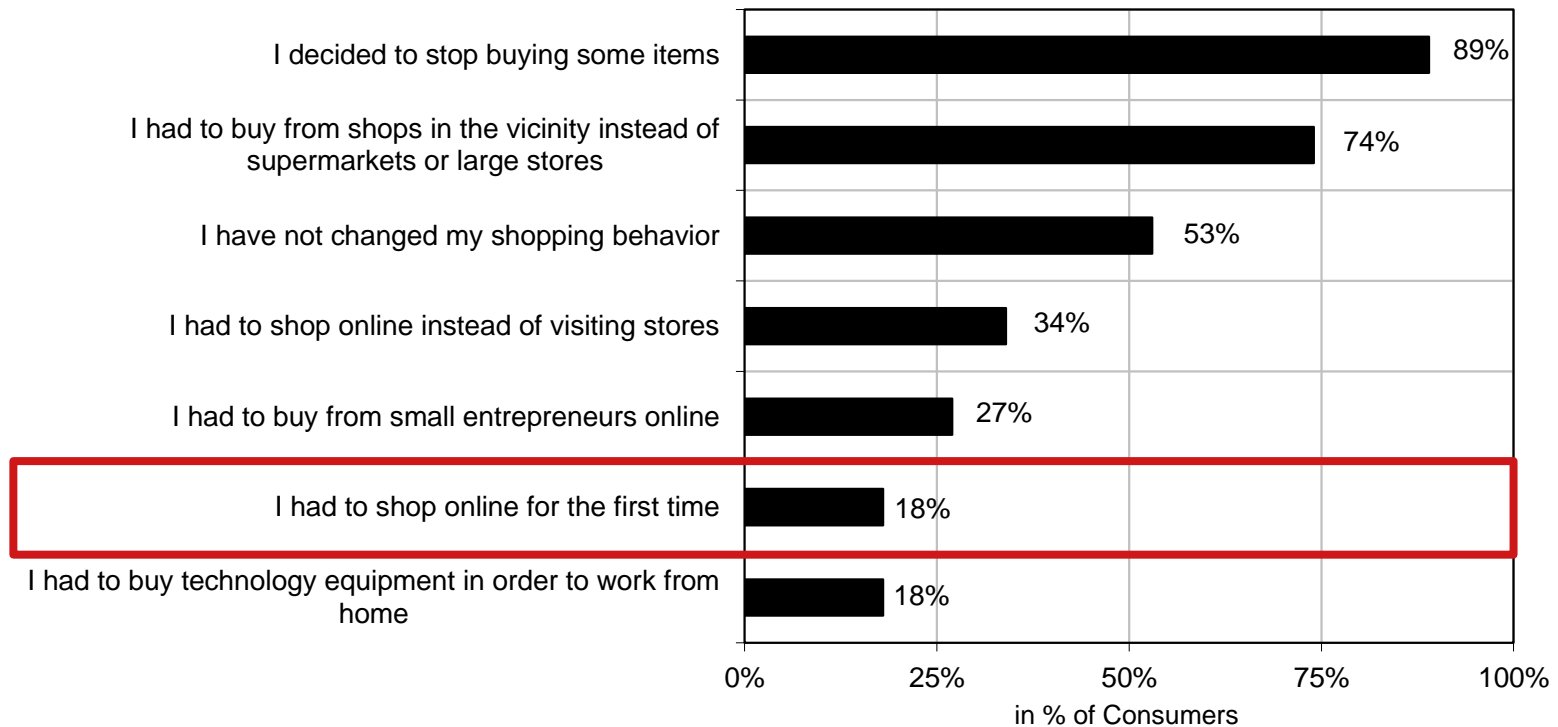
Survey: based on a survey conducted between April 1 and April 14; question asked: "Will you continue to use online payment methods – credit and debit cards, mobile applications – instead of going to cash when emergencies end?"

Source: Kantar cited by MercadoLibre, May 2020



## In April 2020, 18% of consumers in Chile reported that they had to make E-Commerce purchases for the first time as a result of the pandemic.

Chile: Changes In Shopping Behavior Due To Coronavirus Outbreak, in % of Consumers, 6-12 April, 2020



Survey: based on a survey of 315 individuals aged between 18 and 65, conducted in April 6-12, 2020; question asked "And regarding the places you shop (online or offline), have you experienced any of these changes?"

Source: Santiago Chamber of Commerce (CCS), Kawesqar Lab, April 2020



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**ADDRESS**

yStats.com GmbH & Co. KG  
Behringstr. 28a | 22765 Hamburg | Germany

**CONTACT**

Phone: +49 40 - 39 90 68 50 | Fax: +49 40 - 39 90 68 51 | [info@ystats.com](mailto:info@ystats.com)

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