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**SAMPLE REPORT**  
**LATIN AMERICA DIGITAL COMMERCE: MARKET  
INSIGHTS AND PAYMENT INNOVATIONS 2024**

PUBLICATON DATE: MARCH 2024

# PREFACE

Sample Report

OBJECTIVE

RELIABLE

## A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
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# GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

Sample Report

OBJECTIVE

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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 based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, 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.

## DEFINITIONS



Sample Report

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

- **OEM PAY E-COMMERCE TRANSACTIONS** OEM Pay E-Commerce Transactions are transactions made via the original equipment manufacturer apps such as Apple Pay, Google Pay, Samsung Pay, among others
- **BUY NOW, PAY LATER (BNPL)** a service that allows shoppers to receive goods/services prior to making a payment by splitting the payment across a set time period or paying back the full amount later.
- **DIGITAL ECONOMY** The digital economy is the economic activity that results from billions of everyday online connections among people, businesses, devices, data, and processes.
- **CRYPTOCURRENCY** A digital currency in which transactions are verified and records maintained by a decentralized system using cryptography, rather than by a centralized authority.
- **SOCIAL COMMERCE** Social commerce is a subset of electronic commerce that involves social media and online media that supports social interaction, and user contributions to assist online buying and selling of products and services.
- **OMNICHANNEL** an approach to retail that strives to provide the customer with the seamless shopping experience across all retail channels, such as in-store, online and mobile. In Asia, some omnichannel practices are also known as O2O (online-to-offline).
- **INTERNET USERS** the total number of inhabitants in a certain country that regularly accesses the Internet.

Note: \*the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts

# DEFINITIONS



OBJECTIVE

RELIABLE

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

- **E-COMMERCE MARKETPLACE** platforms where third-party merchants (B2C) or individuals (C2C) can sell their digital or physical products online whereas the marketplace operator acts as an intermediary.
- **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.
- **M-COMMERCE** M-Commerce, also called “Mobile Commerce”, means the sale of products (and services) through electronic transactions via mobile devices, such as mobile phones, tablets and smartphones.
- **CROSS-BORDER PAYMENTS** Cross-border payments are financial transactions where the payer and the recipient are based in separate countries. They cover both wholesale and retail payments, including remittances. Cross-border payments can be made in several different ways.
- **ACCOUNT TAKEOVER (ATO)** ATO attacks involve unauthorized individuals gaining control of someone's online accounts, like email or social media, often through phishing or malware, to exploit the accounts for malicious purposes such as identity theft or financial fraud
- **ONLINE SHOPPERS** the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- **CIRCULAR ECONOMY** a sustainable economic model that keeps reusing the materials of production. The aim is to keep using the same materials instead of discarding them via remanufacture and recycle for as long as possible.

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# DEFINITIONS



OBJECTIVE

RELIABLE

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

- **DIGITAL AUTHENTICATION** the process of determining the validity in user identities presented digitally to a system.
  
- **NON-FUNGIBLE TOKENS (NFT)** NFTs are those which are unique and cannot be replaced, unlike physical money or cryptocurrencies which are replaceable. NFTs consist of a digital signature to make them unique, and they could be in form of photos, videos, collectibles, trading cards, games, among others.
  
- **GROSS MERCHANDISE VALUE (GMV)** a total value of successfully completed transactions between buyers and sellers on a marketplace. Depending on the source, might include shipping costs.
  
- **CONNECTED CARS** Connected car is a car that can be linked to other devices via a network. The car connects via mobile data networks and can transmit data to other devices either inside or outside the car. This includes remote accessible services via smartphone.
  
- **BNPL SALES** online or total retail sales paid using BNPL methods.
  
- **B2C E-COMMERCE SALES** the total sales generated either on the B2C E-Commerce market in a certain country or region, or the total sales generated through B2C E-Commerce by a player on the market.
  
- **CHARGEBACK** The charge that a merchant pays to a customer who successfully disputed a transaction on his/her credit card statement.

Note: \*the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts

# DEFINITIONS



OBJECTIVE

RELIABLE

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

▪ **IN-CAR INFOTAINMENT**

A touchscreen or display mounted on the car dashboard that offers information about the vehicle as well as the outside environment. It also allows integration of mobile devices and autonomous driving in more advanced car models.

▪ **BIOMETRICS**

Any means by which a person can be uniquely identified based on evaluation of one or more distinguishing biological traits, e.g., fingerprint, voice, retina/iris scan, and facial recognition.

▪ **BIOMETRIC AUTHENTICATION**

Biometric authentication allows verification processes via recognizable user features. These include voice recognition, iris recognition, and fingerprint sensor.

▪ **IN-CAR PAYMENTS**

In-car payments allows drivers to pay for an array of goods and services via the car dashboard, with the system operating via wireless connection such as Bluetooth Low Energy or long range-radio frequency. The driver activates the payment using voice or touchscreen commands.

▪ **PAY-PER-USE PAYMENTS**

The payment system is a model wherein the customer pays for using the product or service rather than buying it. The more the use of the service the more the customer has to pay for it and vice versa.

▪ **CONTACTLESS PAYMENTS**

Payments that do not require the need for cash or card for the purpose of making payments and work on RFID or NFC technology. The consumers can make payments via their smartphone or contactless card at payment terminal.

Note: \*the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts



# DEFINITIONS



Sample Report

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

- **VOICE ASSISTANTS** Voice Assistants, or Virtual Assistants, are computer-generated characters able to simulate a conversation and deliver information and fulfill various user commands. Virtual assistants can be installed in smartphones, laptops, voice-enabled speakers and other digital devices.
- **VOICE PAYMENTS** Payments made using voice-enabled technology, e.g., via smart speakers.
- **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.
- **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.
- **MOBILE PAYMENT** A wide definition of mobile payments includes payments made remotely in M-Commerce and proximity payments made in-store, such as via QR code scanning and NFC technology.
- **PROXIMITY MOBILE PAYMENT** A mobile payment where the merchant and the consumer are present in the same location and the interaction between the consumer's device (card, mobile device) and the POS is conducted using a proximity technology (e.g. NFC).

Note: \*the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts

# DEFINITIONS



OBJECTIVE

RELIABLE

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

▪ **NFC & 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.

▪ **ALTERNATIVE PAYMENTS**

Generally refers to payment methods other than credit card or bank card payments. Widely defined, alternative online payment methods include bank transfers and direct debit, digital wallets, pre-paid cards and private label cards, invoice, and digital currency. May also include cash on delivery and card schemes by local companies other than global card brands.

▪ **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.

▪ **MOBILE WALLET**

A software solution that enables consumers to store payment credentials, such as credit or debit card information, and use the stored credentials to pay digitally for transactions made in-store, online or via mobile. Mobile wallets are installed on mobile devices which are used to complete payments. The examples of mobile wallets include Apple Pay, Samsung Pay and Google Pay. Mobile wallets are often included in the broader category of E-Wallets or digital wallets.

▪ **INSTANT PAYMENTS**

Electronic payment solutions for retail which are available 24/7/365 and thus result in immediate or close-to-immediate interbank clearing of transactions and crediting of the payees' accounts and confirm the payment to the payer after payment initiation.

▪ **POINT OF SALE (POS)**

The place where a customer purchases products or services from a merchant, e.g., a retail store, gas station or restaurant.

Note: \*the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts

# DEFINITIONS



OBJECTIVE

RELIABLE

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

- POS PAYMENT**

Payments made at retail point of sale, i.e., in-store. POS systems or terminals are used to complete a payment transaction. POS payments are often used synonymously with in-store payments, proximity payments, in-person payments and card present payments.
- MOBILE POS (mPOS)**

Mobile devices (e.g., tablets, smartphones, and special wireless devices) that are enabled to accept payments at the point of sale (can be in-store or on the go) by using technology such as a dedicated app or a software.
- PEER TO PEER SERVICES**

Peer to peer payment services allows users to send money directly to another person using money transfer apps such as Venmo, PayPal and CashApp. The users can send and receive money through their mobile devices via a linked bank account or a card.
- SOFT POS**

It is a software-based solution that converts the smartphone into a contactless payment terminal without the need for using an external card reader.
- SCAN AND GO PAYMENT**

Scan and go payment are mainly used at self-service checkouts and kiosks, enabling customers to scan the items themselves directly on their device, allowing them to pay via the app itself or at the in-store checkout station.
- BNPL PROVIDERS**

companies offering BNPL services. Examples include Affirm, Afterpay and Klarna.
- DIGITAL PAYMENT**

Includes payment in E-Commerce, remote mobile payment (M-Commerce), and proximity mobile payment (mobile payment at POS).

Note: \*the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts

# DEFINITIONS



OBJECTIVE

RELIABLE

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

- **PAYMENT CARD FRAUD** Payment card fraud is the unauthorized use of credit or debit cards for fraudulent transactions, often obtained through methods like skimming or phishing. It includes remote card purchase, lost and stolen, card not received, counterfeit card, and card ID theft.
- **ACCOUNT TAKEOVER (ATO)** ATO attacks involve unauthorized individuals gaining control of someone's online accounts, like email or social media, often through phishing or malware, to exploit the accounts for malicious purposes such as identity theft or financial fraud
- **CARD-NOT-PRESENT FRAUD** Fraud that occurs in purchases and payments made without presenting a card, mainly online or by phone.
- **CHARGEBACK** The charge that a merchant pays to a customer who successfully disputed a transaction on his/her credit card statement.
- **CARD-NOT-PRESENT FRAUD** Fraud that occurs in purchases and payments made without presenting a card, mainly online or by phone.
- **DIGITAL PAYMENT** Includes payment in E-Commerce, remote mobile payment (M-Commerce), and proximity mobile payment (mobile payment at POS).
- **PAYMENT CARD FRAUD** Payment card fraud is the unauthorized use of credit or debit cards for fraudulent transactions, often obtained through methods like skimming or phishing. It includes remote card purchase, lost and stolen, card not received, counterfeit card, and card ID theft.

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# TABLE OF CONTENTS (1 OF 2)



Sample Report

1. **Management Summary**
2. **Latin America Digital Commerce Overview**
  - 2.1. **B2C E-Commerce**
    - 2.1.1. **Latin America Regional**
      - B2C E-Commerce Market Trends, March 2024
      - B2C E-Commerce Market Size, is USD billion, 2020-2026f
      - Retail E-Commerce vs Non-E-Commerce Sales Growth, in % of Year-On-Year Change, 2020-2027f
      - Breakdown of B2C E-Commerce Market Volume, by Sector, in %, 2023e
      - Cross-Border B2C E-Commerce Sales, is USD billion, 2020-2026f
      - Share of Cross-Border Making Up Total B2C E-Commerce Volume, in %, 2023e & 2026f
      - Domestic B2C E-Commerce Volume, is USD billion, 2022-2026f
      - Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2023e
      - Number of New Shoppers, incl. “Online”, by Country, in millions, 2030f
      - Most Important Factors When Shopping Online, in % of Online Shoppers, 2023e
      - Share of Respondents Who Have Purchased a Product Via Social Media Site, in %, 2023e
      - Share of Social Media Shoppers Who Purchased Directly On the Social Media Site, in %, 2023e
      - Share of Social Media Shoppers Who Purchased Via Social Media Through a Link Leading to Brand’s Website, in %, 2023e
      - Breakdown of Top B2C E-Commerce Sites, by Type, in % of Online Shoppers, 2023e
      - B2C E-Commerce Player Overview, March 2024
      - Top B2C E-Commerce Websites in Selected Countries, by Visits in millions, Bounce Rate in %, Pages Per Visit, and Average Visit Duration, February 2024
    - 2.1.2. **Brazil**
      - B2C E-Commerce Market Size, in USD billion, 2023e & 2026f
      - Share of Adults Who Made Online Purchases, in %, 2023e
      - Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2022
      - Breakdown of B2C E-Commerce Sales, by Payment Method, in %, 2023e & 2026f
      - Breakdown of Most Recent Cross-Border Purchase Origin, by Country, in % of Online Shoppers, 2022

# TABLE OF CONTENTS (2 OF 2)



Sample Report

## 2. Latin America Digital Commerce Overview (Cont.)

### 2.1. B2C E-Commerce (Cont.)

#### 2.1.3. Mexico

- B2C E-Commerce Market Size, in USD billion, 2023e & 2026f
- Share of Adults Who Made Online Purchases, in %, 2023e
- Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2022
- Breakdown of Most Recent Cross-Border Purchase Origin, by Country, in % of Online Shoppers, 2022

#### 2.1.4. Colombia

- B2C E-Commerce Market Size, in USD billion, 2023e & 2026f
- Share of Adults Who Made Online Purchases, in %, 2023
- Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2022

#### 2.1.5. Peru

- B2C E-Commerce Market Size, in USD billion, 2023e & 2026f
- Share of Adults Who Made Online Purchases, in %, 2023e
- Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2022

#### 2.1.6. Chile

- B2C E-Commerce Market Size, in USD billion, 2023e & 2026f
- Share of Adults Who Made Online Purchases, in %, 2023e
- Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2022
- Breakdown of Most Recent Cross-Border Purchase Origin, by Country, in % of Online Shoppers, 2022

# TABLE OF CONTENTS (3 OF 3)



Sample Report

## 2. Latin America Digital Commerce Overview (Cont.)

### 2.1. B2C E-Commerce (Cont.)

#### 2.1.7. Argentina

- B2C E-Commerce Market Size, in USD billion, 2023e & 2026f
- Share of Adults Who Made Online Purchases, in %, 2023e
- Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2022
- Breakdown of Most Recent Cross-Border Purchase Origin, by Country, in % of Online Shoppers, 2022

### 2.2. Omnichannel Commerce Trends

#### 2.2.1. Brazil

- Share of B2C E-Commerce Shoppers Who Picked Up Their Most Recent Online Purchase In-Store or Curbside, in %, October 2022
- Weekly Online Shopping Activities, in % of Internet Users, Q3 2022
- Most Preferred B2C E-Commerce Delivery Options, in % of Online Shoppers, 2022

#### 2.2.2. Mexico

- Share of B2C E-Commerce Shoppers Who Picked Up Their Most Recent Online Purchase In-Store or Curbside, in %, October 2022
- Weekly Online Shopping Activities, in % of Internet Users, Q3 2022

## 3. Emerging Trends in Latin America Digital Payments

### 3.1. Digital Payment Forecasts 2023-2027

#### 3.1.1. Latin America Regional

- Real-Time Payments Volume, in billions, 2022 & 2027f
- Real-Time Payments Share of Total Electronic Payments, in %, 2022 & 2027f

# TABLE OF CONTENTS (4 OF 5)



Sample Report

## 3. Emerging Trends in Latin America Digital Payments (Cont.)

### 3.1. Digital Payment Forecasts 2023-2027 (Cont.)

#### 3.1.2. Brazil

- Breakdown of Digital Wallet Use Frequency Among Adults, in %, May 2022
- Number of Real-Time Payment Transactions, in billions, 2022 & 2027f
- Share of Shoppers Who Paid For Their Most Recent Physical Purchase With a Mobile Payment, in % of Shoppers, Q1 2022, Q2 2022 & Q3 2022
- Share of Online Shoppers Who Paid for Their Most Recent Online Purchase With a Mobile Wallet, in % of Online Shoppers, Q1 2022, Q2 2022 & Q3 2022

#### 3.1.3. Mexico

- Number of Real-Time Payment Transactions, in billions, 2022 & 2027f

#### 3.1.4. Argentina

- Breakdown of Digital Wallet Use Frequency Among Adults, in %, May 2022
- Number of Real-Time Payment Transactions, in millions, 2022 & 2027f

#### 3.1.5. Colombia

- Number of Real-Time Payment Transactions, in millions, 2022 & 2027f

#### 3.1.6. Chile

- Number of Real-Time Payment Transactions, in billions, 2022 & 2027f



# TABLE OF CONTENTS (5 OF 5)



Sample Report

## 3. Emerging Trends in Latin America Digital Payments (Cont.)

### 3.2. Online Payment Methods

#### 3.2.1. Latin America Regional

- Online & Mobile Payment Trends, October 2023
- Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2022e
- Breakdown of Payment Methods Used for Streaming and Digital Goods Purchases, in %, 2022e
- Breakdown of Online Travel Payments Volume, by Payment Method, in %, 2022e
- Card Ownership in Select Countries, by Card Type, in % of Internet Users, 2021 & August 2022
- Real-Time Payments Volume, in billions, 2022 & 2027f
- Real-Time Payments Share of Total Electronic Payments, in %, 2022 & 2027f

#### 3.2.2. Brazil

- Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2022e
- B2C E-Commerce Payment Volume, by Payment Method, in USD billion, and Year-on-Year B2C E-Commerce Payment Method Growth, in %, 2022e
- Share of Adults That Made a Digital Payment, in %, 2022
- Value of Overall Card Payments, in BRL trillion, 2021 & 2022
- Value of Debit and Credit Card Payments, in BRL billion, 2021 & 2022
- Number of Real-Time Payment Transactions, in billions, 2022 & 2027f

#### 3.2.3. Mexico

- Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2022e
- B2C E-Commerce Payment Volume, by Payment Method, in USD billion, and Year-on-Year B2C E-Commerce Payment Method Growth, in %, 2022e
- Share of Adults That Made a Digital Payment, in %, 2022
- Share of Adults Who Have a Mobile Wallet and Have Used It in the Past Year, in %, 2022
- Number of Real-Time Payment Transactions, in billions, 2022 & 2027f

# TABLE OF CONTENTS (6 OF 6)

**Sample Report**

### 3. Emerging Trends in Latin America Digital Payments (Cont.)

#### 3.2. Online Payment Methods (Cont.)

##### 3.2.4. Argentina

- Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2022
- Share of Adults That Made a Digital Payment, in %, 2022
- Share of Adults Who Have a Mobile Wallet and Have Used It in the Past Year, in %, 2022
- Number of Real-Time Payment Transactions, in millions, 2022 & 2027f

##### 3.2.5. Colombia

- Breakdown of B2C E-Commerce Sales, by Payment Method, in %, 2022e
- B2C E-Commerce Payment Volume, by Payment Method, in USD billion, and Year-on-Year B2C E-Commerce Payment Method Growth, in %, 2022e
- Share of Adults That Made a Digital Payment, in %, 2022
- Number of Real-Time Payment Transactions, in millions, 2022 & 2027f

##### 3.2.6. Chile

- Breakdown of B2C E-Commerce Sales, by Payment Methods, in %, 2022e
- B2C E-Commerce Payment Volume, by Payment Method, in USD billion, and Year-on-Year B2C E-Commerce Payment Method Growth, in %, 2022e
- Share of Adults That Made a Digital Payment, in %, 2022
- Number of Real-Time Payment Transactions, in billions, 2022 & 2027f

##### 3.2.7. Dominican Republic

- Share of Adults That Made a Digital Payment, in %, 2022
- Breakdown of Bank Card Operations Volume, by Channel, in %, August 2022 & August 2023
- Breakdown of Bank Card Operations Value, by Channel, in %, August 2022 & August 2023
- Number of Internet Banking Users, in millions, 2020-2022

# TABLE OF CONTENTS (7 OF 10)



Sample Report

## 3. Emerging Trends in Latin America Digital Payments (Cont.)

### 3.2. Online Payment Methods (Cont.)

#### 3.2.8. Peru

- Breakdown of B2C E-Commerce Sales, by Payment Method, in %, 2022e
- E-Commerce Payment Volume, by Payment Method, in USD billion, and Year-on-Year B2C E-Commerce Payment Method Growth, in %, 2022e
- Share of Adults That Made a Digital Payment, in %, 2022
- Number of Real-Time Payment Transactions, in billions, 2022 & 2027f

### 3.3. POS Payment Methods

#### 3.3.1. Latin America Regional

- POS Methods Overview and Trends, June 2023

#### 3.3.2. Brazil

- Share of Respondents Using NFC Payments via Credit and Debit Cards, in %, Q1 2022 & Q1 2023
- Most Used Payment Methods, in % of Respondents, September 2022
- Most Desired Payment Method Respondents Intend to Use in the Next 12 Months, in % of Respondents, September 2022

#### 3.3.3. Mexico

- Most Used Payment Method For Purchases or Face-to-Face Payments in the Past week, in % of Internet Users, August 2022
- Favorite Payment Method Among Respondents When it Comes to Face-to-Face Payments, in % of Internet Users, August 2022

#### 3.3.4. Chile

- Most Used Payment Method For Purchases or Face-to-Face Payments in the Past week, in % of Internet Users, August 2022
- Preferred Payment Method Used For In-Store Purchases, in % of Respondents, August 2022

## TABLE OF CONTENTS (8 OF 10)

Sample Report**3. Emerging Trends in Latin America Digital Payments (Cont.)****3.4. Buy Now Pay Later****3.4.1. Latin America Regional**

- Distribution of B2C E-Commerce Payment Methods, by Value, in USD billion, 2021-2022f & 2025f
- Breakdown of Payment Methods, incl. “BNPL”, by Country, in %, 2022e
- Credit Card Installments vs BNPL Volume, by Country & Usage, in USD billion, 2022
- Annual Growth of BNPL, by Countries, in % of Annual Growth, 2022e

**3.4.2. Colombia**

- Share of Internet Users Who Used a Buy Now Pay Later Service Weekly, in %, Q3 2021, Q3 2022

**3.4.3. Brazil**

- Value of BNPL Payments, in USD billion, 2022-2023e
- BNPL Gross Merchandise Value, in USD billion, 2022 & 2028f
- Share of Internet Users Who Used a Buy Now Pay Later Service Weekly, in %, Q3 2021, Q3 2022
- BNPL Merchant Acceptance Rate, in %, January 2023

**3.4.4. Mexico**

- Share of Internet Users Who Used a Buy Now Pay Later Service Weekly, in %, Q3 2021, Q3 2022
- Preferred Payment Methods Likely to be Used During HOT Sale, incl. “BNPL”, in % of Buyers, April 2023
- Breakdown of Buyers Who Were Aware About BNPL vs Those Who Were Aware and Used it, in %, April 2023
- Share of Buyers Who Were Willing to Increase the Frequency of Purchases If Financing Without Card Was Available to Them, in %, April 2023

## TABLE OF CONTENTS (9 OF 10)



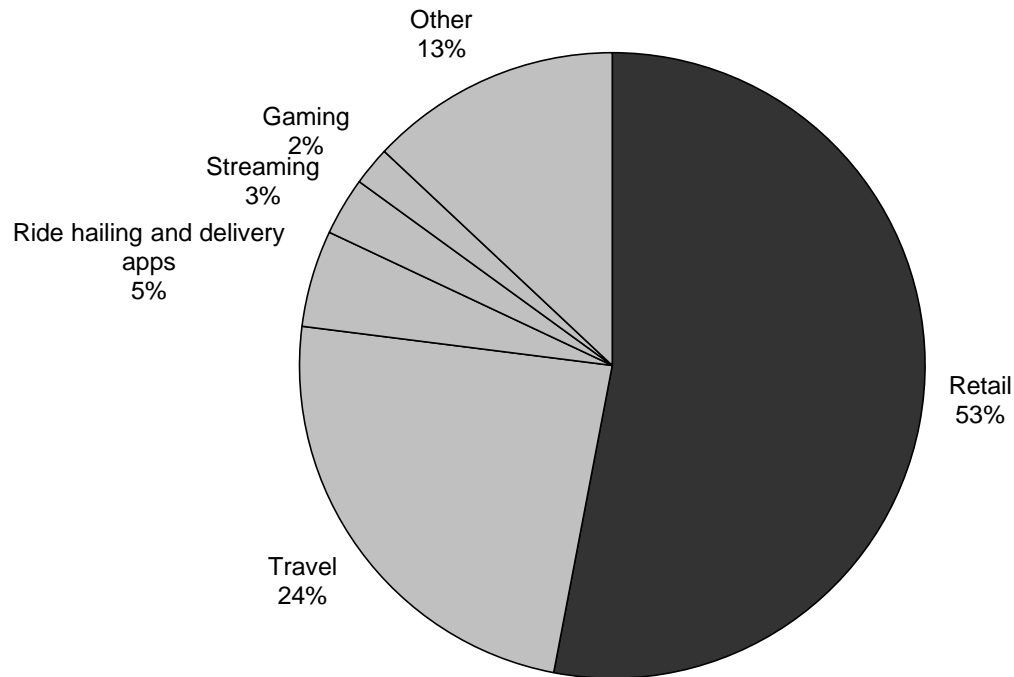
Sample Report

- 3. **Emerging Trends in Latin America Digital Payments (Cont.)**
- 3.4. **Buy Now Pay Later (Cont.)**
- 3.4.5. **Chile**
  - Share of Internet Users Who Used a Buy Now Pay Later Service Weekly, in %, Q3 2022
- 3.4.6. **Argentina**
  - Share of Internet Users Who Used a Buy Now Pay Later Service Weekly, in %, Q3 2021, Q3 2022
- 3.5. **Fraud and Security in Online Payments**
- 3.5.1. **Latin America Regional**
  - Fraud Detection and Prevention Market, incl. “Online Payment Fraud”, in USD billion, 2024f & 2028f
  - Breakdown of Reasons Why Businesses Do Not Use Technology to Combat Fraud, incl. “Online Payment Fraud” in %, 2023e
- 3.6. **In-Car Payment**
- 3.6.1. **Latin America Regional**
  - Overview of In-Car Payment Solutions and Trends, May 2023



# In Latin America, retail made up more than half (53%) of all B2C E-Commerce market, as estimated in 2023.

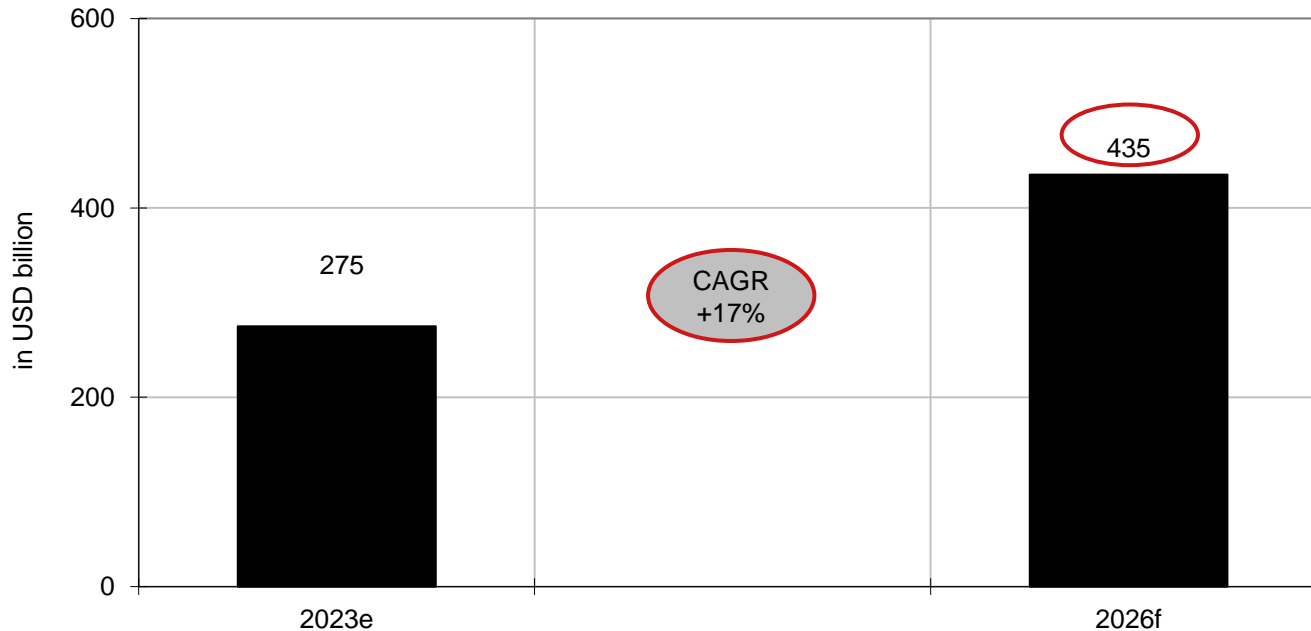
Latin America: Breakdown of B2C E-Commerce Market Volume, by Sector, in %, 2023e





# Growing at a CAGR of +17% from 2023, the B2C E-Commerce Market in Brazil is projected to reach USD 435 bil. (EUR 402 bil.) by 2026

Brazil: B2C E-Commerce Market Size, in USD billion, 2023e & 2026f



Note: the exchange rate applied in the action title is the average rate for 12 months to February 2024: USD 1 = EUR 0.9239  
 Source: PCMI cited by Americas Market Intelligence, August 2023



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