



Global E-Commerce Intelligence  
*we report, you grow*

**SAMPLE REPORT**  
**SNAPSHOT OF LATIN AMERICA'S  
B2B E-COMMERCE MARKETPLACES 2024**  
PUBLICATON DATE: SEPTEMBER 2024

# PREFACE



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- 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

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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 coverage of 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.

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## Report Coverage

- This report offers a comprehensive analysis of the B2B E-Commerce marketplace in Latin America, highlighting key trends, platforms, and regional developments. It delves into the ongoing digital transformation of the B2B sector and the growth of B2B marketplaces across the region. Key topics include the digitalization of B2B transactions, investment in B2B startups, the emergence of B2B marketplaces, and the unique challenges they face within the Latin American market.
- The second section of the report presents a curated selection of B2B E-Commerce platforms. Detailed company profiles are provided for each platform, with data availability varying between entries. A broad definition of B2B E-Commerce is applied, and some sources may encompass both B2B and B2C E-Commerce activities.

## Report Structure

- The report begins with a management summary, offering a concise overview of the key findings and insights. Following this, a section on key takeaways distills the analysis into actionable insights for strategic decision-making.
- The report offers comprehensive insights into market trends, key B2B platforms, marketplace sizes, and company profiles, while also examining B2B startups, challenges, opportunities, and growth prospects within the region. It includes relevant regional comparisons and provides an overview of investment trends in B2B SaaS and marketplaces. The B2B marketplace company profiles presented are not an exhaustive representation of the entire Latin American market, with rankings based on total revenue, some of which are derived from estimates due to variations in data availability. Amazon Business is also featured, given its significant market size and global relevance. Please note that data availability may vary across different sections and markets.





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

- **ARTIFICIAL INTELLIGENCE (AI)** AI is used in ecommerce marketing to help ecommerce businesses understand their customers and their new purchasing behaviours and trends.
- **B2B E-COMMERCE** online transactions where businesses sell products or services to other businesses through digital platforms.
- **CROSS-BORDER COMMERCE** Refers to the buying and selling of goods and services between businesses or consumers across different countries.
- **B2B MARKETPLACE** an online platform that connects businesses for buying and selling products or services.
- **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.
- **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.
- **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.
- **SAAS** cloud-based software delivery model where applications are hosted by a service provider and made available to customers over 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

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# SeeBiz connects wholesalers, manufacturers, distributors & retailers globally & in LATAM, offering B2B tools & social networking

Latin America: Profile of B2B Marketplace SeeBiz, September 2024

<b>Company Name</b>	SeeBiz
<b>Country of Origin</b>	USA
<b>Main Homepage</b>	www.seebiz.com
<b>Year Launched</b>	2002
<b>Sellers/Buyers</b>	<ul style="list-style-type: none"> <li>No details were revealed</li> </ul>
<b>Business Model</b>	<ul style="list-style-type: none"> <li>SeeBiz facilitates business interactions among wholesalers, manufacturers, distributors, and retailers.</li> </ul>
<b>Revenue/ Financials</b>	<ul style="list-style-type: none"> <li>The platform is privately held and has not raised any external funding or venture capital rounds as of recently.</li> </ul>
<b>Offered Value Added Services &amp; Features</b>	<ul style="list-style-type: none"> <li>SeeBiz offers an online ecosystem that allows businesses to connect, exchange goods, and manage their operations. The platform provides tools for businesses to set up, manage, advertise, and scale their wholesale operations online. One of its unique features is the social networking component, which helps businesses connect directly with other entities in the wholesale sector.</li> </ul>
<b>News</b>	<ul style="list-style-type: none"> <li>SeeBiz won two significant awards: the UK Enterprise Client Service Excellence Award and the SME Business Elite Awards, underscoring its role as a top platform for digital optimization, web design, and business services.</li> <li>Additionally, SeeBiz continues to grow as a leading B2B social networking platform, connecting manufacturers, wholesalers, and retailers globally, helping businesses streamline their operations and scale effectively.</li> </ul>

Source: SeeBiz, September 2024; SeeBiz, September 2024; SME News, September 2024; Tracxn, august 2024; SME News, July 2024



# eWorldTrade, Amazon Business, Alibaba, AliExpress, and Made in China offer Brazil businesses B2B solutions, focusing on security and quality.

Brazil: Overview of Top 10 B2B Marketplaces Expected to Dominate in 2024, April 2024 (1 of 10)

Market	Overview
eWorldTrade	Known for its global reach, eWorldTrade provides a user-friendly interface and emphasizes secure transactions and quality assurance, making it ideal for international trade
Amazon Business	Leveraging Amazon's established infrastructure, Amazon Business offers a wide selection of products and features like bulk purchasing and streamlined procurement tools tailored for Brazilian businesses.
Alibaba	A global leader in B2B trade, Alibaba connects Brazilian businesses with international partners. Its comprehensive marketplace facilitates large-scale transactions with advanced search and communication tools.
AliExpress	A subsidiary of Alibaba, AliExpress is tailored for small and medium-sized businesses (SMBs) in Brazil, allowing them to source products in smaller quantities suitable for testing new markets or managing smaller operations.
Made in China	This platform connects Brazilian businesses with Chinese manufacturers, offering a vast selection of competitively priced products. However, due diligence is crucial to ensure product quality.



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