

# Brazil

Guide to the market  
& payment methods



# BRAZIL

The Latin  
American  
giant



## Market overview



Brazil is a true giant when it comes to e-commerce in the Latin American countries. The Brazilian E-Commerce Association (ABComm) estimates 18% growth for this sector in 2020, reaching R\$106 billion in revenue. But, according to the organization, as the sector gets bigger with newcomers that experience unforeseen growth due to the pandemic, this forecast is likely to be exceeded.

AMI, in turn, forecasts a 10% growth for the country's domestic e-commerce market and a -11% drop for the cross-border market. This negative growth in cross-border e-commerce reflects a scenario in which international shopping declined this year, ending up with only 7% of the total 2020 share of the e-commerce market.

In 2020, given that travel was the sector with the biggest decline, digital goods are likely to take the lead as the top vertical in terms of spending, with projected spending of \$50 billion, out of a total volume of \$112.4.

# KPIS of the country



Currency:  
Real Brasileiro  
(BRL)

**55,1m**

e-shoppers

**126bn**

total e-commerce  
revenue in 2020

**211m**

population, largest  
country in LATAM

**149m**

internet users



Brazilians tend to be early movers and early adopters of technology. The country already offers a very dynamic ecosystem for digital goods and services. We see Brazil as a very fertile ground for digital goods in the future, and it is very likely to be the most competitive market in Latin America.





# Expand your business to Brazil ▶▶▶

The main sectors of the economy

## The world's 8th largest economy

In Brazil, services play the most important economic role with covering 60% of the GDP. Within that sector, e-commerce is strong – Brazil covers 32% of the whole Latin American market share.

In 2020, the online shopping revenue amounted to 126 bn BRL – double the 2018 value. Mobile commerce, also called m-commerce, made for the biggest share of the country's e-commerce revenue in 2020. The shift towards m-commerce is a trend that can be observed in many countries in the world.



## Technology Market

The country has approx. 800 Fintechs which marks the highest number of all countries in LATAM. 58% of all LATAM VC deals are closed in Brazil. The startup number growth from 2021 to 2020 has been over 400% while the education sector is the most prominent. Worldwide, Brazil is ranked 8th when it comes to the number of unicorns (10), placed behind Israel (11) and before France (8).



## Travel Industry

Brazil is one of the tourist hubs for international travelers in Latin America. 6 m tourists arrive in that country per year while they spend about 6 bn USD. The total GDP in the travel and tourism sector amounts to 140 bn USD while the top tourism segment by revenue is restaurant expenditures.



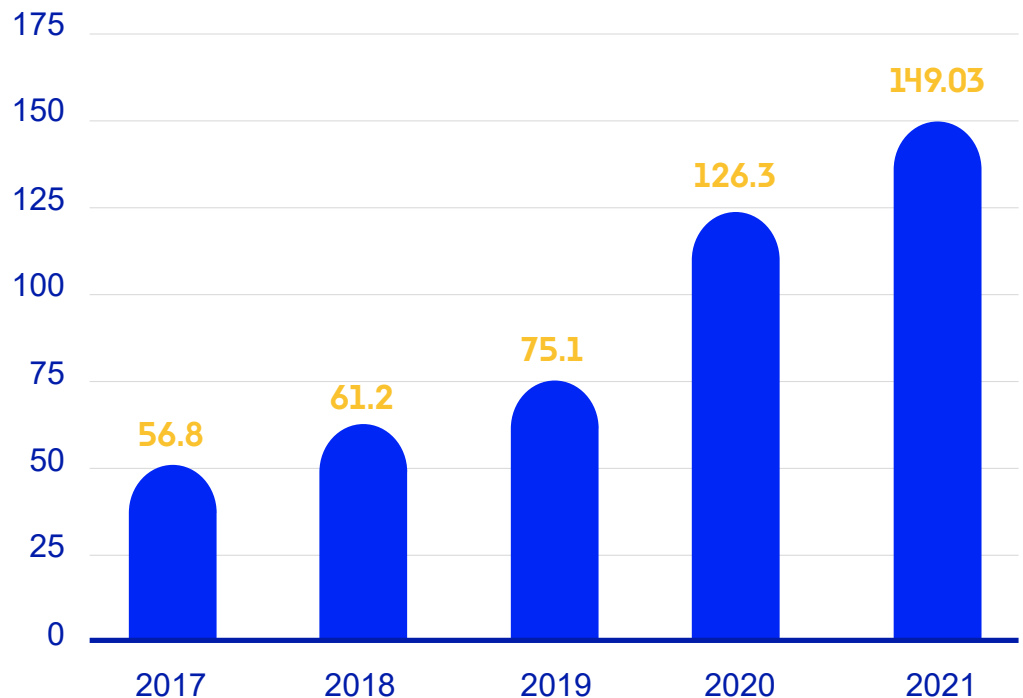
## Retail Industry

For 2020, online retail sales in Brazil made for 8% of all retail sales. This is double the amount of 2018. Most popular online retail categories in 2020 have been telephony (20%), household appliances & ventilation (16%), entertainment (13%), IT & cameras (10%) and fashion & accessories (10%).

# Annual online shopping revenue in Brazil from 2017 to 2021



Revenue  
in billion  
Brazilian  
reals



## Interesting numbers



mercado  
libre

Most popular  
e-tailer in Brazil  
with 256m visits.



e-tailer with  
the highest Net  
Promoter Score.

67%

Share of online  
shoppers between 26  
and 50 years of age.



# Our payment methods in Brazil



For Brazilians, payment methods are an important factor when considering a purchase. Although credit cards are commonly used to pay online in Brazil, the ability to choose from several payment methods contributes to the growth of digital purchases by consumers.

The most popular means of payment are Boleto Bancário and PIX. Boleto Bancário transactions can be paid for electronically through Internet banking or in cash at post offices, supermarkets and ATMs, as it acts as a pro forma invoice. PIX is an instant payment system that has been introduced in 2020 and acts as a smartphone-based companion for the people. It is a service that can be used 24/7 and without intermediaries. That way settlements can be achieved in real-time. PayRetailers offers all Boleto products including the PIX-system.

Local credit cards are offered with payments through Banco Itaú, Banco do Brasil, Santander, Banrisul and Bradesco. For these institutions we offer real-time transactions that are available to account holders at these banks. The methods are fast, secure and easy to use for the customer.

**Debit Cards:** with our access to the ELO network that consists of services by the three biggest banks – Banco Bradesco, Banco do Brasil and Caixa Econômica Federal – we cover most of the consumers' payments needs. Additionally, we offer Hipercard as an option. These cards are issued by the Itaú bank and offer instalments.

## Online payments



## Cash payments



## Crypto



# KPIS of Brazil

## 90m

transactions processed by PIX (instant payment system) in its first month in Brazil.

## 68%

of consumers mentioned Boleto Bancário as their preferred payment method in Brazil.

## 61%

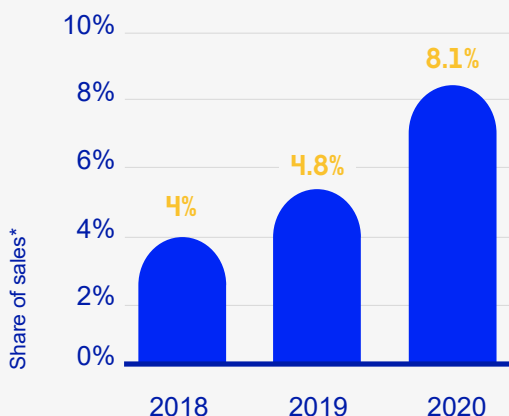
of Brazilian adults will be online consumers by the end of 2021.

## 20%

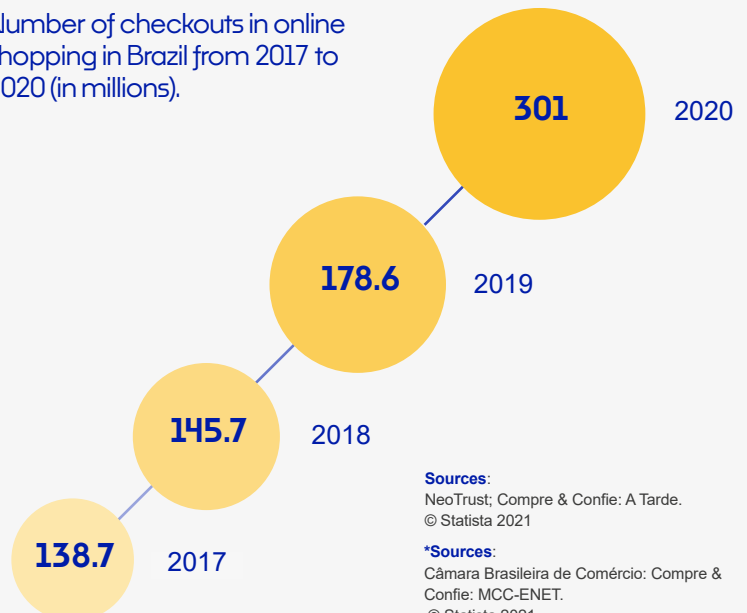
of online purchases during the pandemic where cash-based payments

## Growth of online shopping

E-commerce retail sales as percentage of total retail sales in Brazil from 2018 to 2020.



Number of checkouts in online shopping in Brazil from 2017 to 2020 (in millions).



**Sources:**  
NeoTrust; Compre & Confie: A Tarde.  
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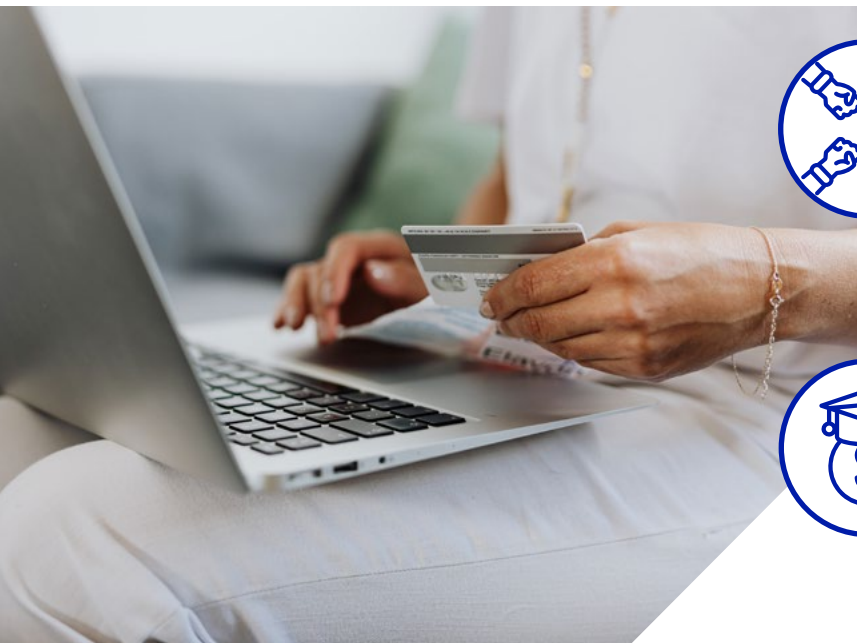
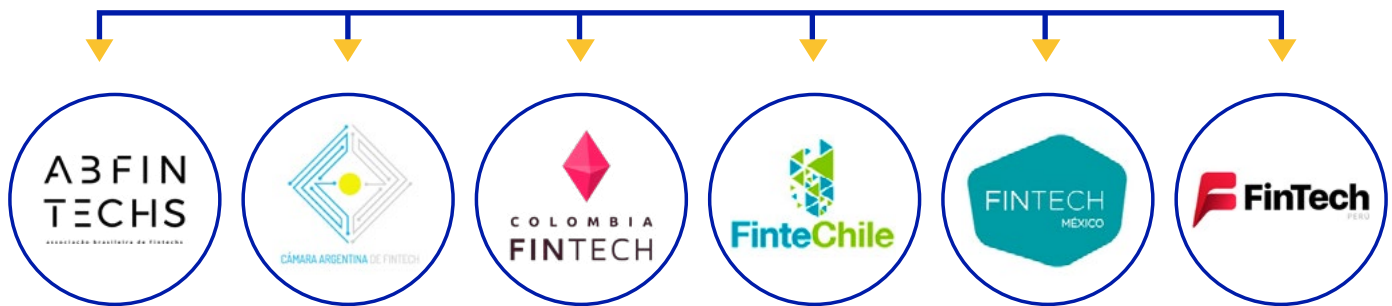
**\*Sources:**  
Câmara Brasileira de Comércio: Compre & Confie: MCC-ENET.  
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# Our Associations

We are members of several Fintech associations throughout Latin America with the common goal of creating a dynamic ecosystem for business development.

## Fintech Associations



### Financial Inclusion

We promote the business of companies, driving the creation of new, technology-based financial products that provide solutions to current user demands, helping to increase the level of financial inclusion.



### Financial Education

We are aware of the importance of helping people acquire the knowledge and skills to better manage their personal finances and improve their well-being. We use our collective knowledge and industry best practices to improve financial services for everyone.





## Offices around the world

Argentina | Brazil | Chile | Colombia  
Costa Rica | Mexico | Peru | Spain

### Get in touch

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Contact sales

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