

Press Release

Hamburg, December 19, 2011



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Great growth potential for Latin American B2C E-Commerce

In its “Latin America B2C E-Commerce Report 2011”, Hamburg-based market research firm yStats.com analyzes B2C E-Commerce in large parts of Latin America. The report features the biggest B2C E-Commerce players, revenue figures and internet users, along with online shoppers and recent trends. In addition to Brazil, which is the most important market, developments in nine other Latin American countries are highlighted as well.

In 2011, Brazil was the country with the highest number of internet users in Latin America, followed by Mexico, Argentina, Columbia, Venezuela, Chile, Peru, Ecuador, Uruguay and Paraguay. Over the next few years, the number of online shoppers in Latin America is expected to grow annually by 20 %. In line with this trend, B2C E-Commerce revenue is expected to increase to 30 billion US dollar by 2013. Group shopping also continues to soar in popularity – in April 2011, Groupon was the leading competitor in this segment, followed by Groupalia, Peixurbano and Clickon.

Brazil dominates online retail in Latin America

The number of online shoppers in Brazil has shown double digit growth, with more than 20 million people making online purchases in 2010. With 80 %, “shopping” is one of the most popular activities of Brazilian internet users. The yStats.com “Brazil B2C E-Commerce Report 2011” shows that some Brazilians shop frequently – almost one quarter of all online customers had already made more than ten online purchases in the first half of 2011. In line with this trend, B2C E-Commerce revenue has rapidly increased. In the first half of 2011 alone, more revenue was generated than in all of 2008. “Household appliances”, “Computers” and “Health, beauty and drugs” were the leading product categories in the first half of 2011. In September 2011, the most successful E-Commerce retailers were BuscaPe, Mercado Lovre and B2W. Group shopping is an important trend in Brazil – in September 2011, the leading portals in this segment were SaveMe, ApontaOfertas and Groupon.

Argentina and Mexico further important B2C E-Commerce markets

In Argentina, the number of internet users reached more than 26 million in 2010. “Travel and tourism”, “Consumer electronics” and “Food, drinks and cleaning products” ranked as the most popular product categories; Falabella and Mercado Libre are the most successful players in this market. Internet users in Mexico are very young, with almost 40 % of them being younger than 18. B2C E-Commerce continues its rapid growth, with “Plane and bus tickets”, “Entertainment tickets” and “Hotel reservations” being the most popular product categories in 2010.

Young internet users in Latin America

In Chile, B2C E-Commerce revenue increased from 2009 to 2010 by more than 30 %. In Columbia, travel websites were visited by more than 3 million people in June 2011. However, there is still much room for growth in B2C E-Commerce, given that only 5 % of internet users shopped online in 2010. In Ecuador, there were almost four million internet users in 2010, with Almacenes de Prati being one of the most successful B2C E-Commerce players. As clearly shown in the yStats.com “Latin America B2C E-Commerce Report 2011”, Paraguay remains one of the least established B2C E-Commerce markets – in 2010, only 20 % of the population used the internet. “Education and learning”, “Searching for information” and “Communication” were the most frequent activities cited by online users. In Peru, only 13 % of all households had internet access in 2010. In line with this trend, B2C E-Commerce is still underdeveloped, with Supermercados Wong being the biggest player in this segment. In Uruguay, half of all internet users were using the internet on a daily basis and in 2010, there were almost 400,000 online shoppers. “Computer accessories” and “Consumer electronics” were the leading product categories. In Venezuela the number of internet users totalled nearly 20 million in 2010. However, according to the “Latin America B2C E-Commerce Report 2011” by yStats.com, B2C E-Commerce is still not widely established due to the fact that the population has limited access to information and communication technologies.

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