

Latin America e-Readiness report

Brazil

49.3

E-READINESS INDEX

Every two years Visa conducts a strategic review of e-Readiness in Latin America in partnership with Euromonitor International. This helps identify areas of opportunities as well as encourage Internet adoption.

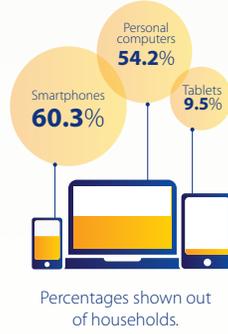
Overview

Brazil is in a position of great importance in the world e-Commerce market, bringing together the key components for high growth potential.

Population



Device Possession



2015 e-Commerce Market Value



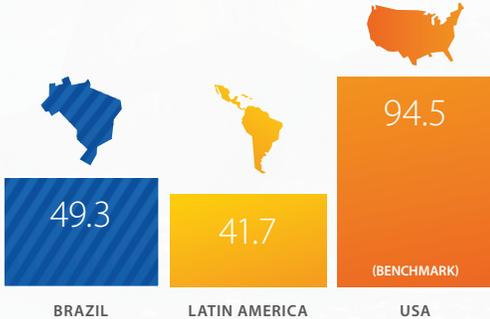
2020 Forecast

The e-Commerce market value is set to increase annually by:¹

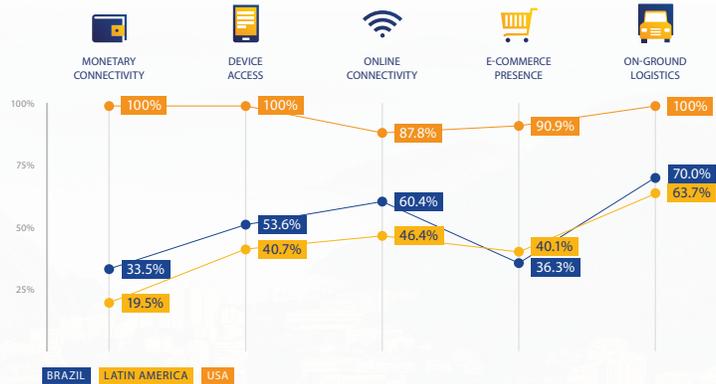


Index

The e-Readiness index helps to measure how developed e-Commerce is in a particular country or region.



Index breakdown



Consumer profiles

72% of Brazilians fall into the Pro Surfer and Explorer profiles, meaning they already shop online regularly.



Leading profile

The Pro Surfer

Avg. age: 38.3 years
 Avg. monthly income: US \$1001
 Avg. time spent online per day: 3.9 hours

Profile breakdown

BRA Brazil LAC Latin America USA United States of America



Pro Surfer



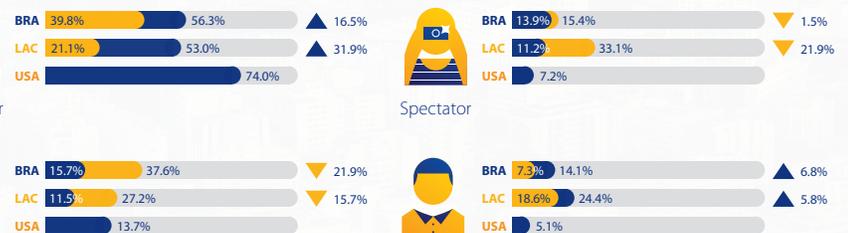
Explorer



Spectator



Traditionalist



¹ Compounded Annual Growth Rate (CAGR) All statistics from "e-Readiness in Latin America, 2016", a report prepared for Visa Inc. by Euromonitor International.