

Latin America e-Readiness report

41.7

E-READINESS INDEX

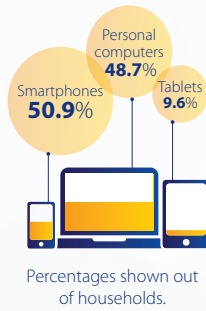
Every two years Visa conducts a strategic review of e-Readiness in Latin America in partnership with Euromonitor International. This helps to identify areas of opportunity as well as encourage Internet adoption.

Regional overview

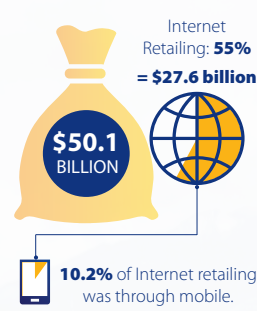
Strong growth is expected for e-Commerce in Latin America, with an annual market growth rate of 13% by 2020.



Device Possession



2015 e-Commerce Market Value



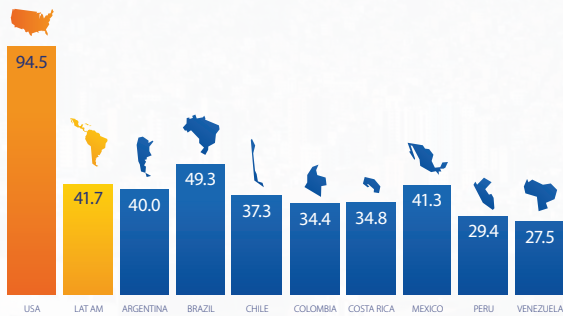
2020 Forecast

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



e-Readiness breakdown

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



	MONETARY CONNECTIVITY	DEVICE ACCESS	ONLINE CONNECTIVITY	E-COMMERCE PRESENCE	ON-GROUND LOGISTICS
USA	100	100	87.8	90.9	100
LATIN AMERICA	19.5	40.7	46.4	40.1	63.7
ARGENTINA	14.8	44.2	45.0	41.1	60.2
BRAZIL	33.5	53.6	60.4	36.3	70.0
CHILE	8.8	41.0	41.9	42.0	57.4
COLOMBIA	11.0	33.6	38.8	29.1	63.2
COSTA RICA	7.4	34.4	39.7	42.2	50.4
MEXICO	14.5	31.3	37.9	50.5	66.6
PERU	4.6	23.4	28.5	30.9	58.4
VENEZUELA	9.3	30.3	44.6	19.4	37.4

Consumer profiles

Over half of Internet users in Latin America fall under the Pro Surfer profile (shop online once a month). This demonstrates consumers' growing familiarity and increased comfort with buying online. Yet, there is still room for development with 24.4% of Latin American's having never shopped online.



Leading profile

The Pro Surfer

Avg. age: 40.1 years
 Avg. monthly income: US \$1145
 Avg. time spent online per day: 4.5 hours

Key:

● 2014
 ● 2016

	Pro Surfer	Explorer	Spectator	Traditionalist
USA	74.0	13.7	7.2	5.1
LATIN AMERICA	21.1	53.0	27.2	11.5
ARGENTINA	20.5	55.0	26.2	13.8
BRAZIL	39.8	56.3	37.6	15.7
CHILE	20.2	64.4	28.0	7.5
COLOMBIA	15.7	54.9	22.4	13.7
COSTA RICA	14.9	65.3	23.6	10.2
MEXICO	19.1	32.9	24.3	11.0
PERU	15.7	38.2	20.5	10.3
VENEZUELA	23.2	55.6	34.7	10.0

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