

E-commerce - Brazil - July 2017

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“The online sales channels have been evolving in Brazil. Although it’s not so big compared to countries like the United States, the Brazilian e-commerce market is being transformed and consumers have access to all the devices needed to do their online shopping. It is important, however, that brands expose their products on several channels.”

– **Juliana Martins, Senior Research Analyst**

This report looks at the following areas:

- Loyalty programs offering free delivery have an opportunity
- Brands can invest in chatbots to get closer to users

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Implications

The Market – What You Need to Know

Recession affected sales, but sector grew 7.4% in 2016

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The elderly, purchases that go beyond the borders, and social media are factors that will impact the market

Market Size and Forecast

Sector shows good performance despite the economic recession

Figure 8: E-commerce sales, by value – Brazil, 2012-22

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Market Drivers

- Aging population can boost sales through computers or laptops
- Popularization of international websites helps the sector
- Channels need to be modernized to appeal to consumers
- Social media is fundamental to online marketing

Key Players – What You Need to Know

- Group that owns Americanas.com and Submarino leads sales
- Second and third places are very distinct categories
- Companies have invested in innovation to attract customers

Market Share

- Private label products and loyalty programs give leadership to B2W
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Who's Innovating?

- Magazine Luiza is constantly innovating with marketing actions
- Iguatemi drugstore partner with augmented reality app
- New apps help people to share things they need
- Beauty salons have a new platform for service management
- Customers can now share the Airbnb bills
- New ShopFacil.com chatbot works with voice recognition

The Consumer – What You Need to Know

- Smartphones and tablets are used mainly by consumers aged 25-34
- Brazilians have bought music, video/film downloads and e-books
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Abbreviations

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