

Online Shopping – Brazil – December 2019

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Online shopping penetration is high, but the frequency is still low
- The new law on personal data protection needs to be considered when collecting customers information
- Difficulty to return or exchange a product is a major barrier
- Click and collect systems and pick up lockers can help those who can't have products delivered at home

Access to the internet in Brazil has been growing both in rural areas and among the lower socioeconomic groups, which means the number of potential consumers buying products and services online is also getting bigger. The internet access in the country is made mainly via smartphone. The survey conducted for this Report shows 75% of those who have done any online shopping in the last 12 months typically use a smartphone when doing so.

In order to make consumers shop online more often, brands and retailers need to offer a greater variety of delivery and collection options and facilitate the process of returning and exchanging a product. In addition, it is necessary to win the consumers' confidence in terms of data security and make sure products are not damaged during transportation



"Online shopping is quite consolidated in Brazil, but the frequency in which Brazilians shop online is relatively low.

The categories of non-durable consumer goods, therefore, have an even greater challenge in the country's online market."

– Ana Paula Gilsogamo,
Research Analyst

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KEY PLAYERS – WHAT YOU NEED TO KNOW

- Large companies with various brands create their own ecommerce platforms
- AliExpress opens temporary physical store in Curitiba
- With promotion and geolocation, Burger King sells Whopper at McDonald's stores

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- Large companies with various brands create their own ecommerce platforms
- AliExpress opens temporary physical store in Curitiba
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