

# eCommerce

Evolution in Latin America & The Caribbean (LAC) since 2019

Online shopping has evolved since 2019 with the arrival of new consumers, the diversification of digital channels, and an overall increase in demand. But did this evolution continue in 2022? Visa Consulting & Analytics (VCA) analyzed online purchases made with Visa credentials between 2019 and 2022 and found that consumers in Latin America and the Caribbean made **112% more eCommerce transactions in 2022 when compared to 2019.**

Although consumer behavior in online shopping varies depending on consumer categories, **all analyzed countries in LAC experienced an increase in demand.**



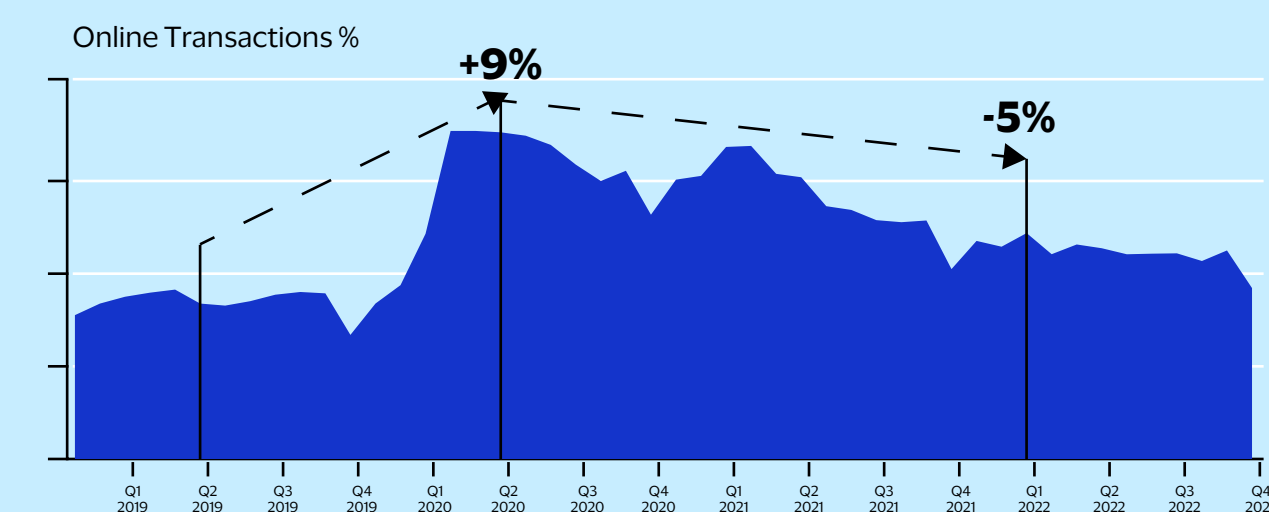
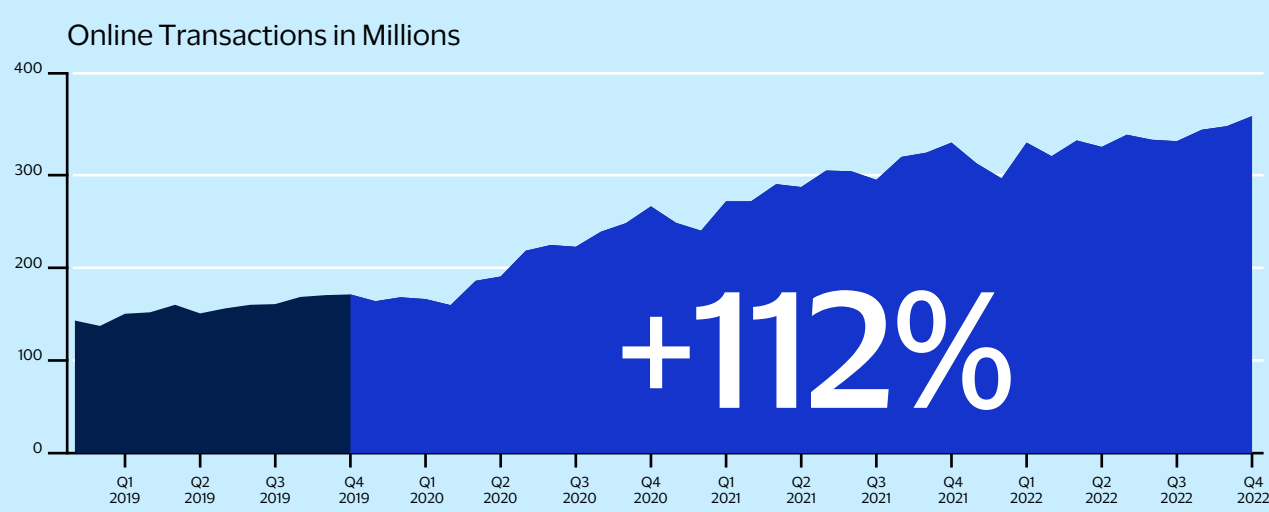
**112%** Growth in online transactions

For all markets analyzed when comparing 2019 to 2022.

**3pp** ↑

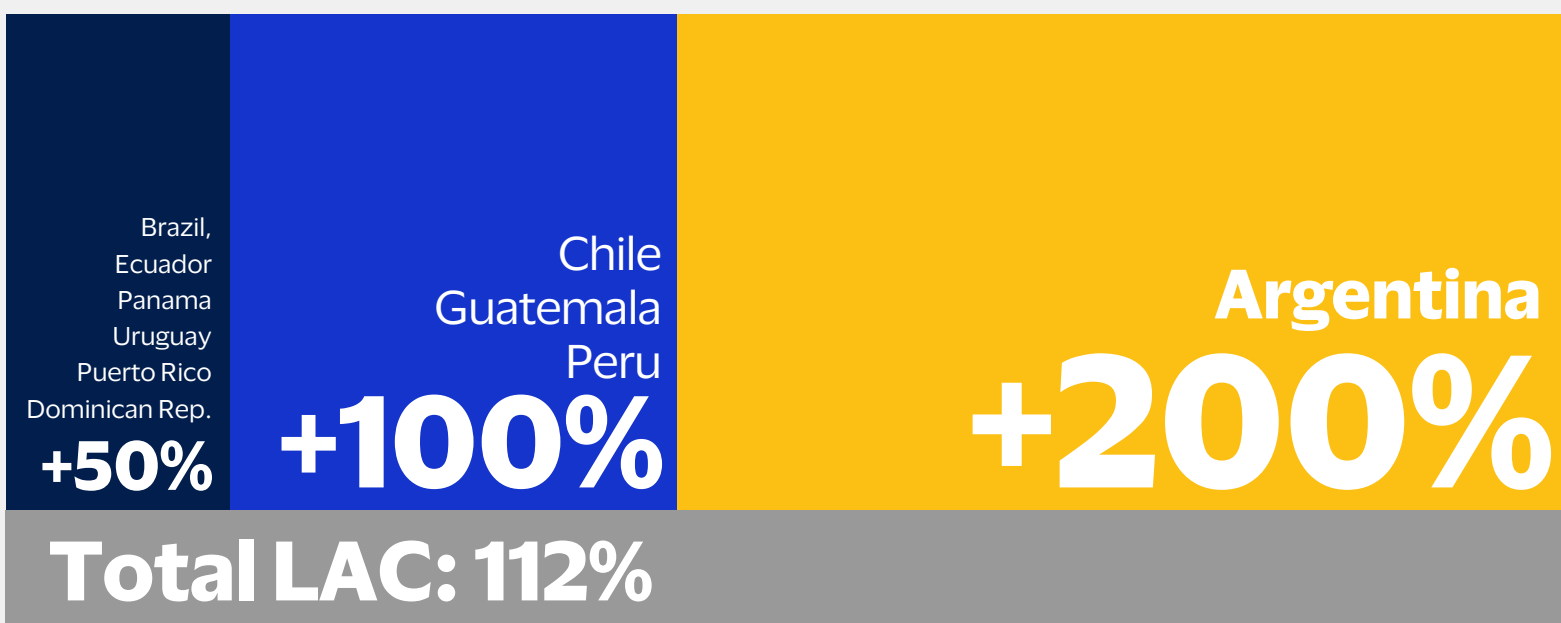
Percentage point increase in online transactions when comparing 2019 to 2022

Once pandemic restrictions ceased in the region, the increase in the percentage of online transactions remained steady after the highest peak of the pandemic.



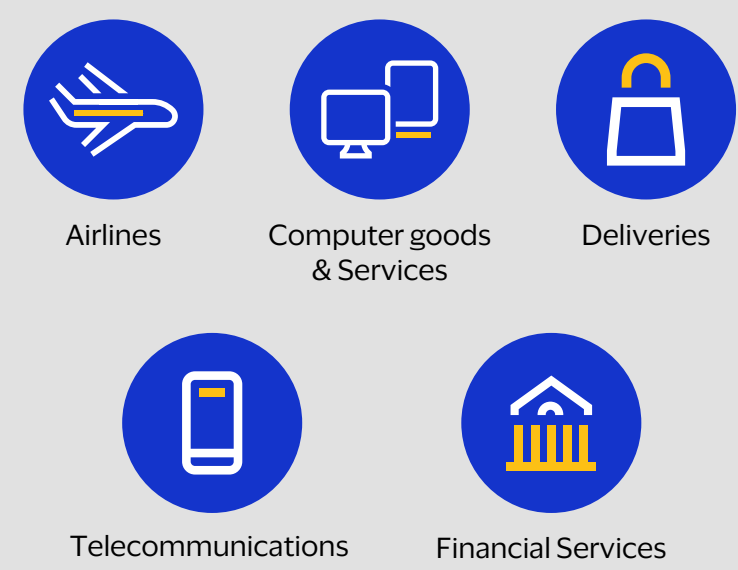
## eCommerce growth in LAC

with Visa credential transactions 2019 vs 2022



The VCA team found that **the habit of buying online grew in all LAC markets analyzed when comparing 2019 with 2022.**

Some of the categories with **highest penetration of online transactions** in 2022 were:

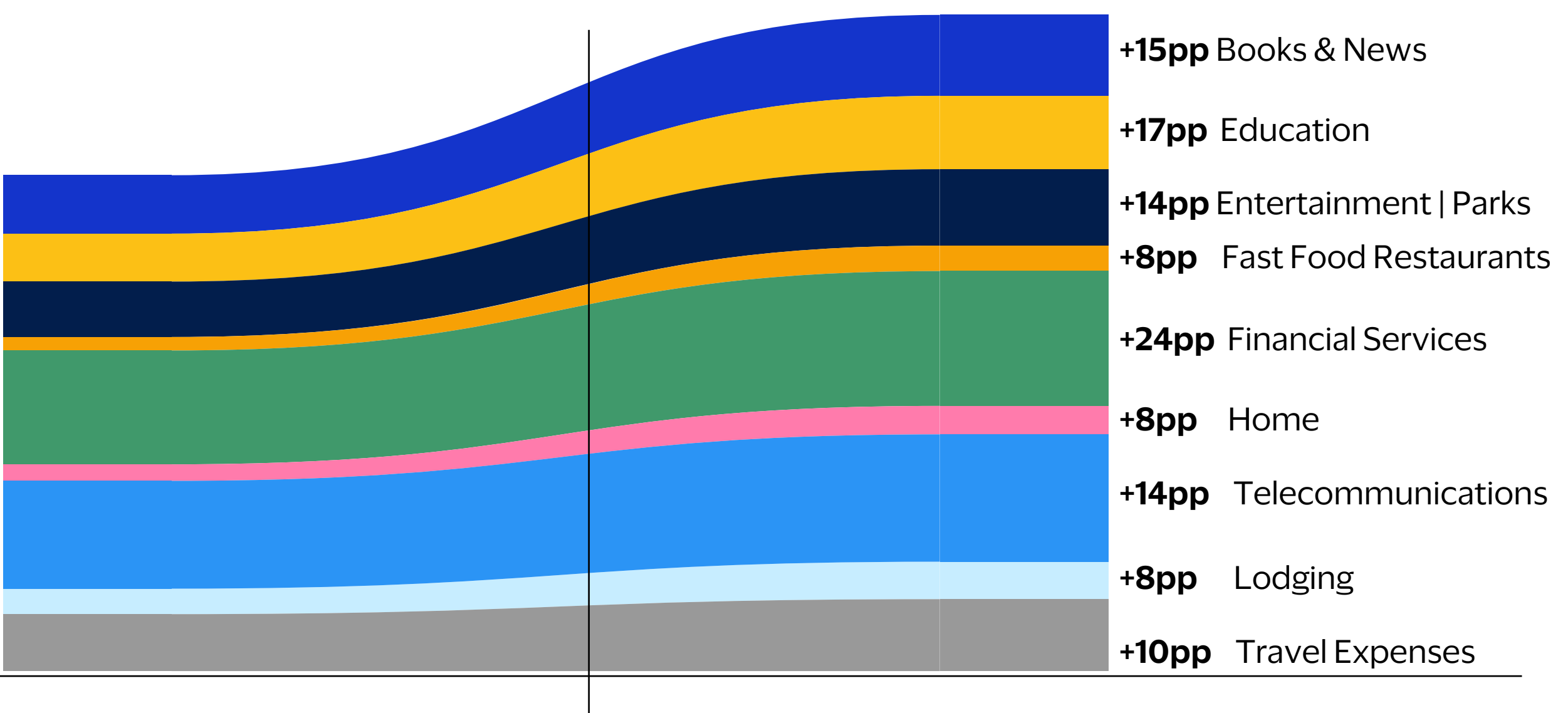


Which all had more than **70% of online transaction penetration in overall transactions.**

## Categories with the most growth

in online transactional penetration 2019 vs 2022

Many **sectors have maintained a steady upward trend over the past four years** in online purchases made with Visa credentials.



**The highest average purchase amounts** in online transactions paid with Visa credentials in 2022 were registered in

**Panama | Puerto Rico | Chile**