

Brazil Fact Sheet

COUNTRY OVERVIEW



As Latin America's largest economy and one of the top 10 most populous countries in the world,² Brazil offers a huge market of potential customers. For companies looking to invest in South America, Brazil remains a top destination, home to about half of the region's population and wealth, with enormous internal growth potential.

SIZE & SCALE



Population Size of 215.3 Million¹

World's Seventh Most Populous Country



World's Fifth-Largest Country by Area⁴

(8.5 million square kilometers)

Comparative Landmass: Slightly smaller than the USA

Equivalent to almost half of the entire South American continent

ECOMMERCE

Brazil is the Largest E-commerce Market in Latin America & the Fourth-Largest Internet Market in the World¹

US\$33.8 Billion³

in eCommerce sales in 2021

87.7 Million³

online shoppers in 2021

Represents over
30% of LatAm's
online sales

Brazil is one of the most advanced e-commerce markets in Latin America, with consumers spending 17% of their personal private consumption on buying online, while the average for LatAm is barely 8%.³

Growth Potential

E-commerce in Brazil is still a relatively minor part of the overall retail market online sales (accounting for just 3.2% of total retail spend), meaning e-commerce still has significant room to grow.¹

RECOMMENDATIONS LOCAL LOCAL LOCAL

- Doing business in Brazil requires an intimate knowledge of the country's bureaucratic commercial and tax environments, which are among the most complex in the world, so having a local partner who understands the complexity can help facilitate the establishment and operations of a merchant in country.
- A payments partner with local knowledge and expertise can help navigate Brazil's complex legal and regulatory system. As a Brazilian payment facilitator, Online IPS has local offices with local teams in Brazil, offering all significant local payment methods, as well as support in strategic market entry tactics, risk prevention, conversion rates and overall optimal merchant performance.

1. Sourced from J.P. Morgan. E-commerce Payments Trends: Brazil [online]; <https://www.jpmorgan.com/merchant-services/insights/reports/brazil>

2. Sourced from Ebit/Nielsen and Bexs Report Webshoppers (45th edition) [online]; <https://company.ebit.com.br/webshoppers/webshoppersfree>

3. Sourced from Americas Market Intelligence. Brazil E-Commerce Market Data 2022 [online]; <https://americasmi.com/insights/brazil-e-commerce-market-data/>

4. Sourced from PwC. Doing Business and Investing in Brazil [online]; <https://www.pwc.de/internationale-maerkte/assets/doing-business-and-investing-in-brazil.pdf>