



Capital  
**Brasília**

Population  
**220.1M**

Time zone  
**GMT -3**

Currency  
**BRL**  
Brazilian real

# BRAZIL

## Top e-commerce industries



**Electronics**  
(31.9%)



**Fashion**  
(27.0%)



**Hobby & Leisure**  
(14.1%)

## Top 20 Websites include

Globo, Youtube, UOL, Instagram, Wikipedia, Mercado Livre Brasil, Pinterest, Twitter, Facebook, Terra, Ojogodobicho, FlashScore, Magazine Luiza, TudoGostoso, Amazon, Tik Tok, ESPN, OLX, Pensador

## Top Categories



### E-Commerce

4 out of top twenty are E-Commerce websites.  
That's 174M search website per month.



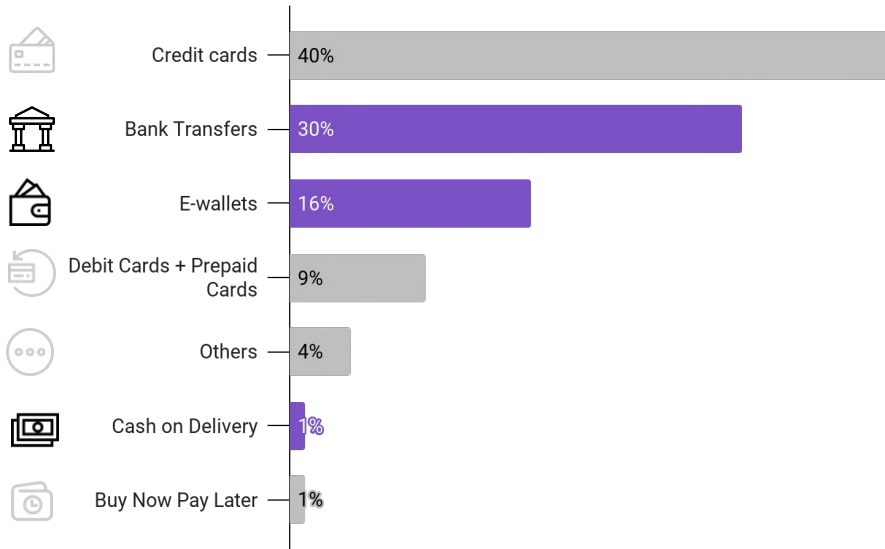
### News & Media

3 out of top twenty are News & Media news websites. 474M search website per month.



# PAYMENTS METHODS. BRAZIL

## Popularity of e-commerce payment methods



## Market Projection

Brazil accounts for one-third of Latin America's e-commerce market, driven by innovative payment systems

28.9%

Annual CAGR growth rate of Digital Payments during 2024–2029

\$862.5B

Anticipated e-commerce transaction value in 2029 **compared to current \$242.3B**

source: Statista, Oct 2024



# LPM ADOPTION. BRAZIL



| Method              | PIX   |
|---------------------|---|
| Type                | Bank transfer   |
| Category            | Bank  |
| Payments            | Yes   |
| Disbursements       | Yes   |
| Authorization speed | Instant   |
| Refunds             | Yes, full & partial                                     |
| Available with      | Banks & Fintechs, retail stores, e-commerce, government |

PIX is Brazil's real-time payment system, used by over 140 million individuals and businesses. Operated by the Central Bank, it processes transactions 24/7, with over 70% of Brazilians actively using it since its launch in 2020.

## Reasons for Popularity

- ⚡ **Speed:** Transactions settle in less than 10 seconds, making it ideal for urgent payments and real-time transfers.
- ✓ **Cost-Free for Individuals:** Most personal transactions are free, eliminating traditional bank fees and appealing to cost-conscious users.
- 🌐 **Widespread Merchant Adoption:** Accepted by over 10 million businesses, ranging from e-commerce platforms to small retailers and service providers.



**155M** users

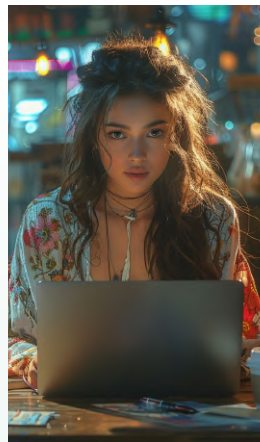
# LPM ADOPTION. BRAZIL



| Method              | Open Finance  |
|---------------------|---|
| Type                | Bank transfer   |
| Category            | Bank  |
| Payments            | Yes   |
| Disbursements       | No  |
| Authorization speed | Instant   |
| Refunds             | Yes, full & partial                                     |
| Available with      | Banks & Fintechs, retail stores, e-commerce, government |

Bank transfers remain a staple for larger transactions in Brazil, supported by all major banks. In 2023, they accounted for 18% of all digital payments and more than 30% of e-commerce transactions in the country.

- ✓ **Secure for High-Value Transactions:** Preferred by businesses and individuals for large-value payments, ensuring reliability and traceability
- 👤 **Integrated Services:** Supported by 98% of financial institutions, with seamless functionality via mobile and online banking apps
- 👍 **Consumer and Business Trust:** Considered a secure and formal payment method for personal, professional, and e-commerce-related transactions



**112M** users




# LPM ADOPTION. BRAZIL

## PicPay

| Method              | PicPay   |
|---------------------|--|
| Type                | E-wallet   |
| Category            | Wallet   |
| Payments            | Yes  |
| Disbursements       | No   |
| Authorization speed | Instant  |
| Refunds             | Yes, full & partial  |
| Available with      | Banks & Fintechs including PIX, retail stores, e-commerce, mobile top up |

PicPay, Brazil's largest digital wallet, had over 35 million active users by the end of 2023. It supports peer-to-peer transfers, QR payments, and bill payments while offering credit services.

## Reasons for Popularity

-  **Dominance in Peer-to-Peer Transactions:** PicPay captures a significant share of digital wallet transfers, making it the preferred choice for personal payments among Brazilians
-  **Versatile QR Payment System:** The platform's QR payment feature is widely accepted by numerous merchants, facilitating both online and in-store transactions
-  **Integrated Financial Services:** Beyond payments, PicPay offers a suite of financial products, including loans and credit card management, appealing to a broad user base seeking comprehensive financial solutions



**78M** users




# LPM ADOPTION. BRAZIL



| Method              | AME  |
|---------------------|--|
| Type                | E-wallet   |
| Category            | Wallet   |
| Payments            | Yes  |
| Disbursements       | No   |
| Authorization speed | Instant  |
| Refunds             | Yes, full & partial  |
| Available with      | Banks & Fintechs including PIX, retail stores, e-commerce, mobile top up |

AME Digital, backed by Lojas Americanas, is a popular digital wallet in Brazil, enabling cashless payments, cashback, and utility bill settlements. By 2023, it had 25 million registered users.

## Reasons for Popularity

-  **Cashback Rewards:** Strong cash back incentives for purchases make it attractive to frequent shoppers
-  **Reach:** The partnership with Lojas Americanas allows AME Digital to access customers in 1,700+ physical locations, as well as on Americanas.com, which is one of Brazil's leading e-commerce platforms
-  **Cash back Rewards:** Strong cashback incentives for purchases make it attractive to frequent shoppers



**25M** users




# LPM ADOPTION. BRAZIL



| Method              | Mercado Pago   |
|---------------------|--|
| Type                | E-wallet   |
| Category            | Wallet   |
| Payments            | Yes  |
| Disbursements       | No   |
| Authorization speed | Instant  |
| Refunds             | Yes, full & partial  |
| Available with      | Banks & Fintechs including PIX, retail stores, e-commerce, mobile top up |

Mercado Pago, a fintech arm of Mercado Libre, an e-commerce giant, is a leading e-wallet in Brazil with over 50 million active users in 2023. It supports e-commerce payments, peer-to-peer transfers, and in-store QR payments, dominating online retail transactions.

## Reasons for Popularity

- 
**Integrated with Mercado Libre:** As the payment arm of Brazil's largest e-commerce platform, Mercado Pago processes more than 30% of e-commerce transactions in the country
- 
**Multi-Functionality:** Offers a comprehensive range of financial services, including savings accounts, bill payments, and peer-to-peer transfers, in one app
- 
**Retailer Adoption:** Widely used by millions of merchants, with strong growth in physical stores for QR payments and promotional campaigns



**50M** users




# LPM ADOPTION. BRAZIL



| Method              | Boleto  |
|---------------------|---|
| Type                | Cash-in   |
| Category            | Offline   |
| Payments            | Yes   |
| Disbursements       | No  |
| Authorization speed | Hours   |
| Refunds             | Yes, full & partial                                     |
| Available with      | Banks & Fintechs, retail stores, e-commerce, government |

Boleto Rápido is a traditional payment method in Brazil, allowing users to pay bills or purchases via printed slips or barcodes. Over 3.7 billion boletos were issued in 2022, making it a key option for unbanked populations.

## Reasons for Popularity

-  **Accessibility:** Available to all, even without a bank account, and payments can be made at banks, lottery shops, or through online platforms, over 48,000 locations across Brazil
-  **Offline Functionality:** Ideal for consumers without regular internet access, as bar codes can be generated offline and paid in cash
-  **Universal Acceptance:** Widely used for utilities, subscriptions, taxes, and purchases across e-commerce platforms



**50M** boletos are generated each month