



Capital  
**San Jose**

Population  
**5.3M**

Time zone  
**GMT -6**

Currency  
**CRC**  
Costa Rican colon

# COSTA-RICA

## Top e-commerce industries



**Fashion**  
(21.1%)



**Hobby & Leisure**  
(21.0%)



**Furniture & Homeware**  
(11.2%)

## Top 20 Websites include

Wikipedia, Youtube, Facebook, Instagram, La Nueva Radio YA, Tiempos Nica, Puntos MAX, Canva, Twitter, BNCR, Tik Tok, Pinterest, Amazon, Junta de Protección Social, ESPN, Repretel\_XE, Mayo Clinic, BCCR, Banco BCR

## Top Categories



### Lottery

3 out of top twenty are Lottery company.  
That's 2.2M search website per month.



### Banking

3 out of top twenty are Banking websites.  
1.3M search website per month.



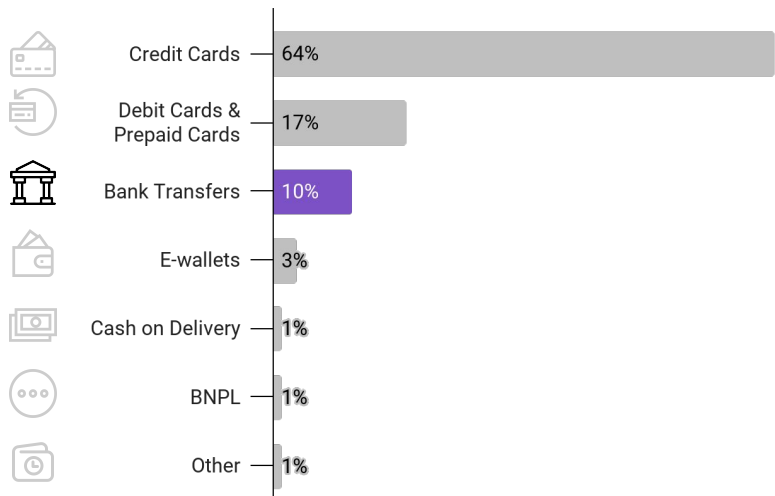
### News & Media

4 out of top twenty are Telecom websites.  
2M search website per month.



# PAYMENTS METHODS. COSTA RICA

## Popularity of e-commerce payment methods



## Market Projection

24.0%

Annual CAGR growth rate of Digital Payments during 2024-2028

\$21.1B

Anticipated e-commerce Digital Payments in 2029 **compared to current \$7.2B**

source: Statista, Oct 2024





# LPM ADOPTION. COSTA RICA

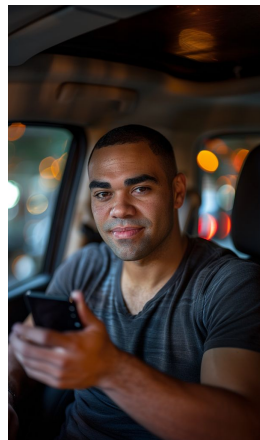


Method	Banco Nacional
Type	Bank transfer
Category	Bank
Payments	Yes
Disbursements	No
Authorization speed	Instant
Refunds	Yes
Available with	Banks & Fintechs, e-commerce, government, utility bill payment platforms

As of 2024, Banco Nacional de Costa Rica (BNCR) serves approximately 2.1 million customers in a country with a population of about 5.1 million. This makes it the largest bank in Costa Rica, providing a wide range of financial services, including support for international remittances and cross-border payments.

## Reasons for Popularity

- ✓ The bank's mobile app integrates with popular mobile payment systems, such as Apple Pay and Google Wallet.
- 🌐 Using data analytics and artificial intelligence, Banco Nacional's digital banking platforms offer personalized financial advice, customized product recommendations, and targeted promotion.



2.1M users