



Capital  
**Guatemala**


Population  
**17.4M**


Time zone  
**GMT -6**


Currency  
**GTQ**  
Guatemalan Quetzal

# GUATEMALA

## Top e-commerce industries

 **Electronics**  
(23.7%)


 **Fashion**  
(21.1%)

 **Hobby & Leisure**  
(21.1%)

## Top 20 Websites include

Wikipedia, Youtube, Facebook, Pinterest, Tik Tok, Instagram, Canva, Twitter, MARCA, Tiendas Max, ESPN, Mayo Clinic, Poki, Concepto, Prensa Libre, Guatemala, Tigo, Amazon, Mundo Deportivo, Ejemplos

## Top Categories

 **E-Commerce**  
4 out of top twenty are E-Commerce websites.  
That's 1.5M search website per month.

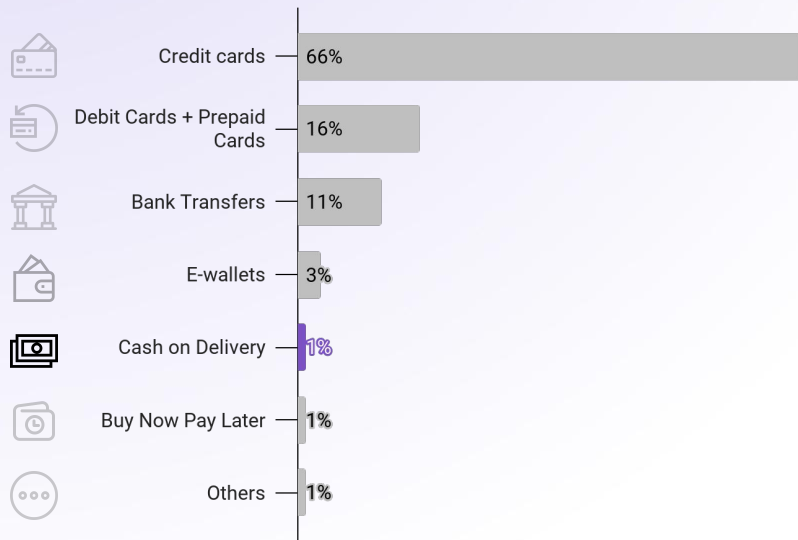
 **News & Media**  
5 out of top twenty are News & Media websites.  
1.8M search website per month.

 **Sport News**  
2 out of top twenty are Sport News websites.  
1.3M search website per month.



# PAYMENTS METHODS. GUATEMALA

## Popularity of e-commerce payment methods



## Market Projection

14.3%

\$18.2B

sources: Statista, Mar 2024



# LPM ADOPTION. GUATEMALA

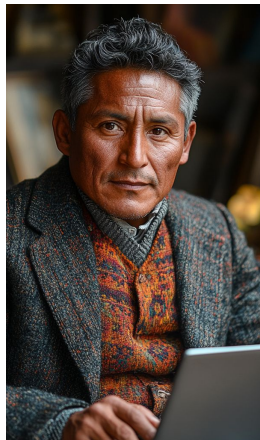


| Method              | BAM                             |
|---------------------|---------------------------------|
| Type                | Cash-in                         |
| Category            | Offline                         |
| Payments            | Yes                             |
| Disbursements       | No                              |
| Authorization speed | Instant                         |
| Refunds             | Yes                             |
| Available with      | Banks & Fintechs,<br>e-commerce |

BAM is one of Guatemala's leading payment systems, offering card-based and bank transfer solutions for in-store and online transactions. Established as a trusted banking institution, BAM supports seamless digital banking, enabling payments via mobile and online platforms, catering to both individual and corporate needs.

## Reasons for Popularity

- ✔ **Remittance Reliance:** Supports Guatemala's **\$19.4 billion USD** remittance economy, ensuring families and communities receive funds securely and efficiently.
- 📱 **Global Reach:** Enables payments to over **200 countries**, making it indispensable for businesses and individuals engaging in cross-border trade and transactions.
- 👤 **Extensive Branch Network:** With **155+ branches** and service points, BAM supports **cash payments**, making it convenient for both banked and unbanked populations to receive and send international transfers.



**7.8%**  
market share