

## Press Release

Hamburg, December 13, 2012



**RESEARCH ON INTERNATIONAL MARKETS**  
WE DELIVER THE FACTS YOU MAKE THE DECISIONS

### **Mercado Libre is the leading B2C E-Commerce Player in Brazil**

The new "Brazil B2C E-Commerce Report 2012" by Hamburg-based secondary market research company yStats.com informs about recent trends and revenue figures in B2C E-Commerce in Brazil. Besides the share of B2C E-Commerce on total retail sales and successful product categories, the report covers Internet user and online shopper statistics as well as leading players.

First it should be noted that Brazil generates by far the highest B2C E-Commerce revenues in all of Latin America. Online revenues are expected to grow further in Brazil; however, forecasts predict less strong growth than in previous years.

#### **Popularity of Group Shopping is soaring in Brazil**

More than one third of all Internet users in Brazil conduct online purchases. However, the number of online shoppers is growing slower than in previous years. Overall, more than half of all online shoppers in Brazil made at least one purchase in 2012. "Household articles and information technology" and "household appliances" were the most frequently purchased product categories, followed by "books and magazines". In 2011, group shopping was especially popular among online shoppers in Brazil. Almost half of them conducted purchases on group shopping websites, and more than three quarters of them planned to repeat this.

#### **Internet Users spend the longest Time on Mass Merchant Websites**

In December 2011, the leading online retailer in Brazil in terms of the time Internet users spent on its website was mass merchant Mercado Libre, followed by Lojas Americanas and Magazine Luiza, both of which are also mass merchants. For Mercado Libre, Brazil is the most important Latin American market, given that the country generates almost as much revenues as all the other countries of the region combined. Magazine Luiza was able to increase its online revenues between the third quarter of 2011 and the third quarter of 2012 by more than 25%. Amazon is seeking to enter the developing Brazilian B2C E-Commerce market as well and is looking to acquire the B2C E-Commerce platform of Brazilian book store chain and publisher Saraiva. Although Saraiva itself denied this, the Brazilian market is attractive for Amazon. In December, the company has launched a Brazilian online shop for the Kindle e-Reader. German OTTO-Group is also active in Brazil. With Brazilian mail-order company Posthaus, the joint venture DBR was founded in 2012. Furthermore, subsidiary Bonprix is active in Brazil with its own online shop.

According to yStats.com's "Brazil B2C E-Commerce Report 2012", online retail in Brazil is expected to see decreasing growth rates in the coming years. Among the leading product categories are household articles and information technology, whereas Mercado Libre is the leading player on the market.

#### **For further information, see:**

<http://ystats.com/en/reports/preview.php?reportId=1005>

#### **Press Contact:**

yStats.com GmbH & Co. KG  
Behringstrasse 28a, D-22765 Hamburg  
Phone: +49 (0)40 - 39 90 68 50  
Fax: +49 (0)40 - 39 90 68 51  
E-Mail: [press@ystats.com](mailto:press@ystats.com)  
Internet: [www.ystats.com](http://www.ystats.com)  
Twitter: [www.twitter.com/ystats](http://www.twitter.com/ystats)  
LinkedIn: [www.linkedin.com/company/ystats](http://www.linkedin.com/company/ystats)  
Facebook: [www.facebook.com/ystats](http://www.facebook.com/ystats)

#### **About yStats.com**

yStats.com has been committed to research up-to-date, objective and demand-based data on markets and competitors for top managers from various industries since 2005. Headquartered in Hamburg, Germany, the firm has a strong international focus and is specialized in secondary market research. In addition to offering reports on markets and competitors, yStats.com also carries out client-specific research. Clients include leading global enterprises from various industries including B2C E-Commerce, electronic payment systems, mail order and direct marketing, logistics, as well as banking and consulting.