



Euromonitor
International

Retail E-Commerce in Brazil

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail e-commerce already holds a significant share of retail sales in Brazil
Mercado Libre becomes the most valuable company in Latin America in 2024
New international players intensify their presence

PROSPECTS AND OPPORTUNITIES

Brazil expected to see an increase in the share of e-commerce in retail
Competition set to intensify in the coming years
Fierce competition is also expected amongst small players

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