



**Euromonitor
International**

Retail E-Commerce in Chile

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

E-commerce strongly rebounds with double-digit value growth in 2024
Cyber Monday 2024 breaks records to support channel's performance
MercadoLibre strengthens lead of e-commerce in Chile

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E-commerce reaches maturity as consumers become increasingly accustomed to the digital arena
Click-and-collect options closer to consumers essential to increase shopping
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