

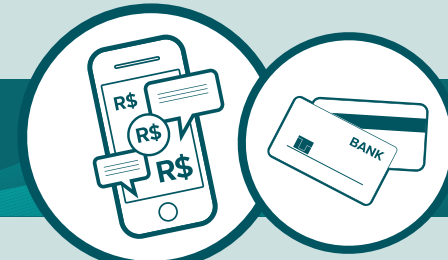
The Brazilian e-Commerce Shopper



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Preferred payment methods

Brazilians **primarily use credit cards** and the **instant payment system Pix** for e-commerce transactions, with **digital wallets** and **bank slips** (Boleto Bancário) also being popular.



Pix represents 45% of all payments and a third of e-commerce transactions and is set to surpass credit card volumes, becoming the primary payment method in Brazil.

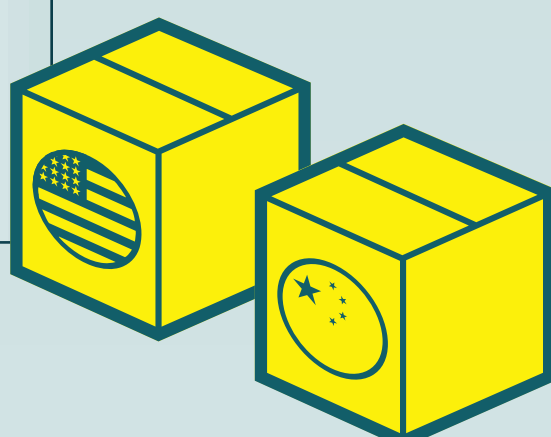
Digital payments are expected to account for over...

60%

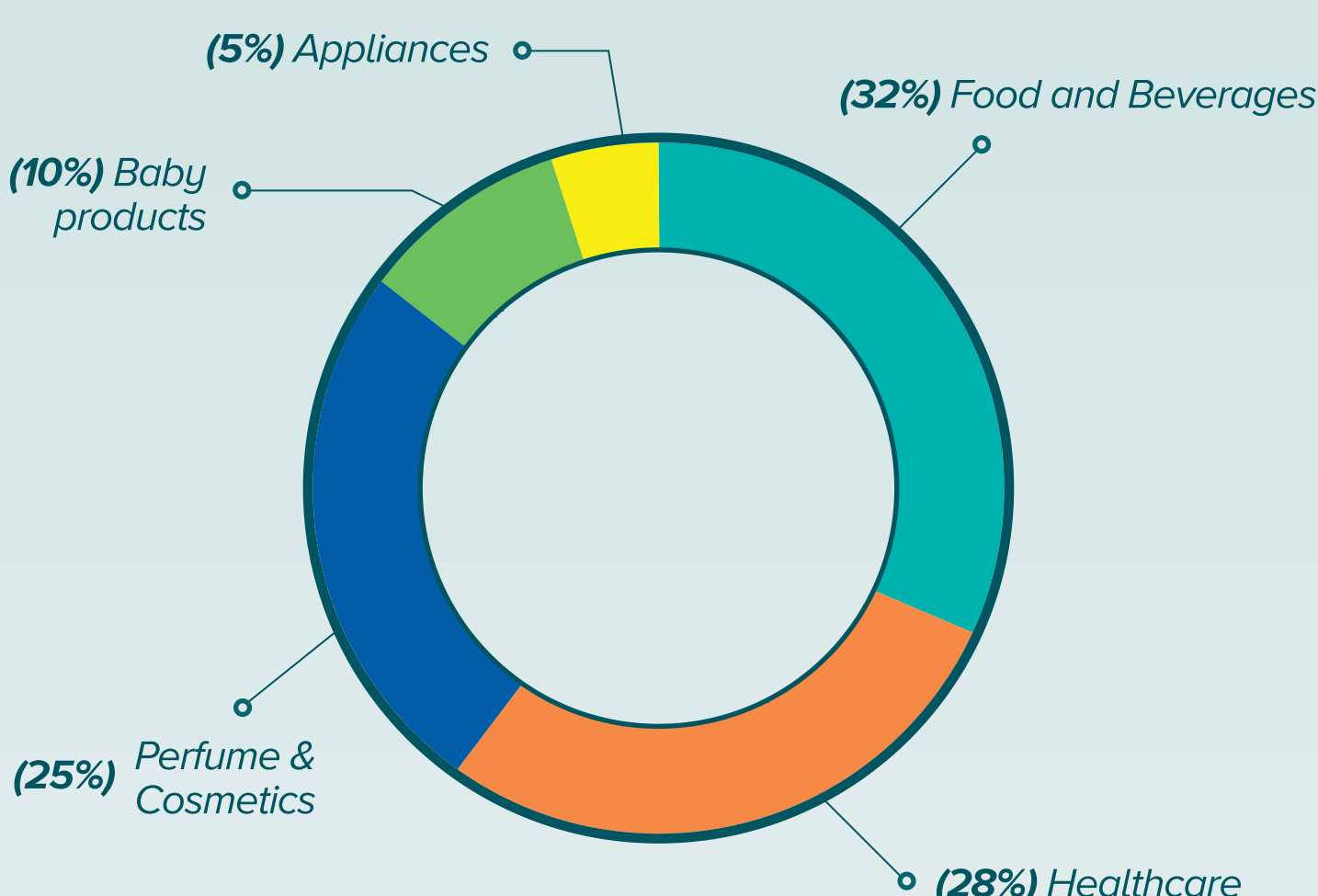
of all e-commerce transactions in Brazil by 2025.

Cross-border shopping

68% of Brazilian online shoppers buy from foreign companies. Top spots are shared by the **US** and **China**, each with around **30%**.

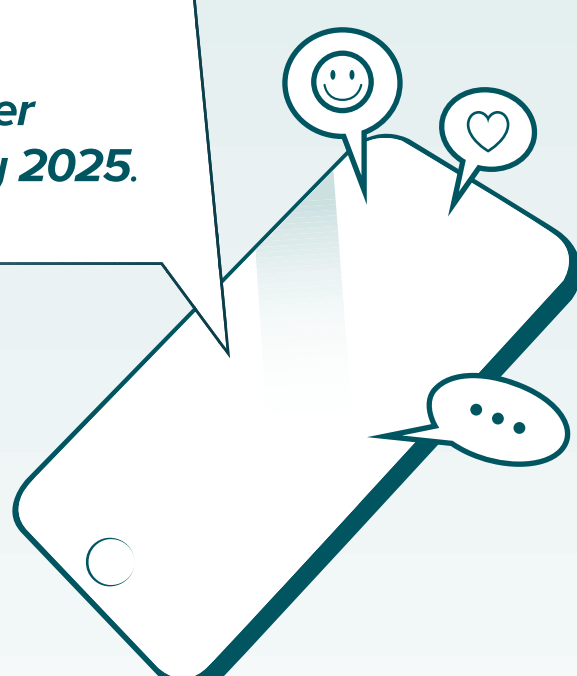


Best-selling products online



Social Commerce

Social commerce is expected to **drive over 20% of all e-commerce sales in Brazil by 2025.**



Marketplaces and Events

Marketplaces are expected to account for over **70% of all e-commerce sales in Brazil by 2025.**

Brazil's top e-commerce spikes align with **major shopping events** like **Black Friday**, **Mother's Day**, and **Christmas**, with additional surges around **Carnival** and **Valentine's Day**.



SOURCES

E-commerce opportunities in Brazil: A market overview - PPRO
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