

# Brazil e-Commerce Market Insights

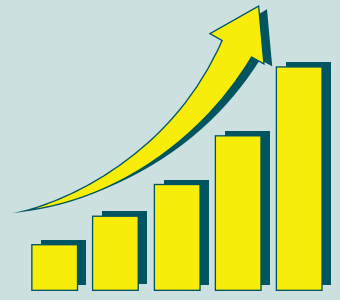


## The e-Commerce Market



Revenue in the Brazilian e-commerce market is projected to reach **US\$48.26bn** in 2025.

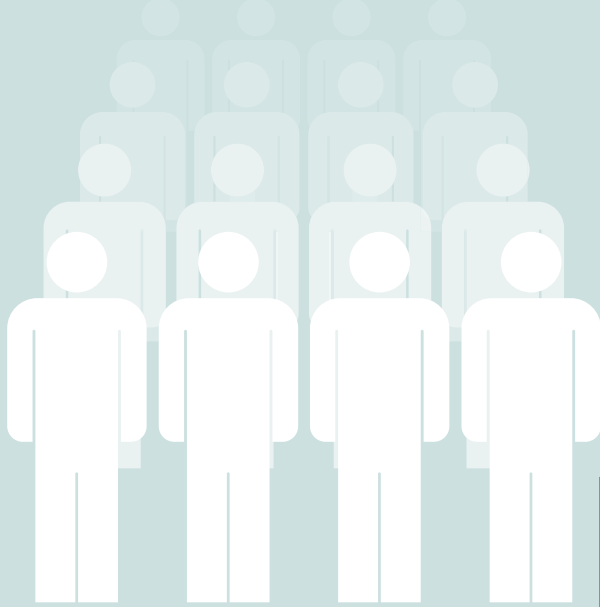
Revenue is expected to show an **annual growth rate** (CAGR 2025-2029) of **10.14%**, resulting in a **projected market volume** of **US\$71.01bn** by 2029.



E-commerce holds **substantial importance** in Brazil's economy, contributing **13%** to the country's **GDP**.

The **cross-border market** in Brazil is expected to **expand** by **32%** in 2025.

# +32%



The **overall number of users** in Brazil's e-commerce market is expected to amount to **177.7m** by 2029.

## The continued expansion of e-commerce in Brazil is expected to be influenced by factors like:



Evolving government regulations impacting digital commerce



Advancements in technology, including AI and advanced analytics



Ongoing logistical challenges across Brazil's geographically diverse regions

## Geography



Brazil plays a central role in the e-commerce market in Latin America, commanding an **impressive 55%** share of e-commerce sales in the region.

Brazilian southern and southeastern states anchor **62%** of e-commerce transactions, leveraging higher disposable incomes.



**São Paulo** alone generates more than **USD 18 billion** in annual gross merchandise value.



The major metropolitan areas of **São Paulo**, **Rio de Janeiro**, and **Brasília** continue to be **key drivers of growth**; however, **secondary cities** are increasingly **becoming significant contributors** to the **overall market expansion**.



### SOURCES

eCommerce - Brazil | Statista Market Forecast  
E-commerce market data for Brazil 2024-2027  
<https://www.mordorintelligence.com/industry-reports/brazil-ecommerce-market>  
Ecommerce Market in Brazil Strategic Insights for 2025 and Forecasts to 2033: Market Trends