

## **Online Retail in Brazil**

Industry Report | 2025-10-30 | 39 pages | MarketLine

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### **Report description:**

Online Retail in Brazil

#### Summary

Online Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The online retail sector is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- The Brazilian online retail sector recorded revenues of \$29.3 billion in 2024, representing a compound annual growth rate (CAGR) of 12.5% between 2019 and 2024.
- The electrical & electronics retail segment accounted for the sector's largest proportion in 2024, with total revenues of \$15.8 billion, equivalent to 53.9% of the sector's overall value.
- Brazil accounted for a 47.1% share of the South American online retail sector in 2024.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the online retail market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Brazil
- Leading company profiles reveal details of key online retail market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil online retail market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Brazil online retail market by value in 2024?
- What will be the size of the Brazil online retail market in 2029?
- What factors are affecting the strength of competition in the Brazil online retail market?
- How has the market performed over the last five years?
- How large is Brazil's online retail market in relation to its regional counterparts?

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