

Online Retail in South America

Industry Report | 2025-10-30 | 43 pages | MarketLine

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Report description:

Online Retail in South America

Summary

Online Retail in South America industry profile provides top-line qualitative and quantitative summary information including: market share, 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 South American online retail sector recorded revenues of \$62.1 billion in 2024, representing a compound annual growth rate (CAGR) of 17.9% between 2019 and 2024.
- The electrical & electronics retail segment accounted for the sector's largest proportion in 2024, with total revenues of \$25.6 billion, equivalent to 41.3% of the sector's overall value.
- Brazil accounted for a 41.7% share of the South American online retail sector in 2024, followed by Argentina, Chile, Colombia, and Peru at 23.7%, 12.4%, 8.6% and 8.1% share of the South American online retail sector, respectively.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in South America
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in South America

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- Leading company profiles reveal details of key online retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South America online retail market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the South America online retail market by value in 2024?
- What will be the size of the South America online retail market in 2029?
- What factors are affecting the strength of competition in the South America online retail market?
- How has the market performed over the last five years?
- Who are the top competitors in South America's online retail market?

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