

Digital Commerce in Latin America

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Abstracts

Latin America, fourth biggest market in terms of digital commerce, showed timid growth during the 2013-2018 forecast period. With weakened currency compared to the US dollar and going through one of the toughest economic crisis in the last decades, the region posted below global average results. With a diverse landscape in terms of connectivity and still mid-tier globally, the region is expected to accelerate results with higher investments in connectivity and overall economic rebound.

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