

# Online Retail in South America - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/OC532A55A1C0EN.html>

Date: October 2021

Pages: 65

Price: US\$ 350.00 (Single User License)

ID: OC532A55A1C0EN

## Abstracts

Online Retail in South America - Market Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Online Retail in South America industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). 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 market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment and others) segments, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer. Online specialists retailers include sell only via the internet. Other online retail is a sell done online by retailers that also operate via offline channels (in-store, mail order, direct selling, etc.)

The South American online retail sector had total revenues of \$55.9bn in 2020, representing a compound annual growth rate (CAGR) of 34.2% between 2016 and 2020.

The electrical and electronics retail segment accounted for the sector's highest value-share in 2020, with total revenues of \$22.1bn, equivalent to 39.6% of the sector's overall value.

The value of the South American online retail sector grew by 60.8% in 2020.

## 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

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 2020?

What will be the size of the South America online retail market in 2025?

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?

What are the main segments that make up South America's online retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What are the main business models in the market?
- 7.3. What strategies do the leading players follow?
- 7.4. Who are the main challengers to the incumbents?
- 7.5. What is the rationale for the recent M&A activity?

## **8 COMPANY PROFILES**

- 8.1. MercadoLibre Inc
- 8.2. Americanas SA
- 8.3. Via Varejo S.A.
- 8.4. Magazine Luiza SA
- 8.5. Almacenes Exito SA
- 8.6. Walmart Inc
- 8.7. Alibaba Group Holding Limited
- 8.8. Amazon.com, Inc.

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: South America online retail sector value: \$ billion, 2016-20
- Table 2: South America online retail sector category segmentation: \$ billion, 2020
- Table 3: South America online retail sector geography segmentation: \$ billion, 2020
- Table 4: South America online retail sector value forecast: \$ billion, 2020-25
- Table 5: MercadoLibre Inc: key facts
- Table 6: MercadoLibre Inc: Annual Financial Ratios
- Table 7: MercadoLibre Inc: Key Employees
- Table 8: Americanas SA: key facts
- Table 9: Americanas SA: Annual Financial Ratios
- Table 10: Americanas SA: Key Employees
- Table 11: Via Varejo S.A.: key facts
- Table 12: Via Varejo S.A.: Annual Financial Ratios
- Table 13: Via Varejo S.A.: Annual Financial Ratios (Continued)
- Table 14: Via Varejo S.A.: Key Employees
- Table 15: Magazine Luiza SA: key facts
- Table 16: Magazine Luiza SA: Annual Financial Ratios
- Table 17: Magazine Luiza SA: Annual Financial Ratios (Continued)
- Table 18: Magazine Luiza SA: Key Employees
- Table 19: Almacenes Exito SA: key facts
- Table 20: Almacenes Exito SA: Annual Financial Ratios
- Table 21: Almacenes Exito SA: Key Employees
- Table 22: Walmart Inc: key facts
- Table 23: Walmart Inc: Annual Financial Ratios
- Table 24: Walmart Inc: Key Employees
- Table 25: Walmart Inc: Key Employees Continued
- Table 26: Walmart Inc: Key Employees Continued
- Table 27: Walmart Inc: Key Employees Continued
- Table 28: Alibaba Group Holding Limited: key facts
- Table 29: Alibaba Group Holding Limited: Annual Financial Ratios
- Table 30: Alibaba Group Holding Limited: Key Employees
- Table 31: Amazon.com, Inc.: key facts
- Table 32: Amazon.com, Inc.: Annual Financial Ratios
- Table 33: Amazon.com, Inc.: Key Employees
- Table 34: Amazon.com, Inc.: Key Employees Continued
- Table 35: South America exchange rate, 2016-20



## List Of Figures

### LIST OF FIGURES

Figure 1: South America online retail sector value: \$ billion, 2016-20

Figure 2: South America online retail sector category segmentation: % share, by value, 2020

Figure 3: South America online retail sector geography segmentation: % share, by value, 2020

Figure 4: South America online retail sector value forecast: \$ billion, 2020-25

Figure 5: Forces driving competition in the online retail sector in South America, 2020

Figure 6: Drivers of buyer power in the online retail sector in South America, 2020

Figure 7: Drivers of supplier power in the online retail sector in South America, 2020

Figure 8: Factors influencing the likelihood of new entrants in the online retail sector in South America, 2020

Figure 9: Factors influencing the threat of substitutes in the online retail sector in South America, 2020

Figure 10: Drivers of degree of rivalry in the online retail sector in South America, 2020

## I would like to order

Product name: Online Retail in South America - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/OC532A55A1C0EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/OC532A55A1C0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970



