

2016

Latin America e-Readiness report

Colombia

34.4

E-READINESS INDEX

Every two years Visa conducts a strategic review of e-Readiness in Latin America in partnership with Euromonitor International. This helps identify areas of opportunities as well as encourage Internet adoption.

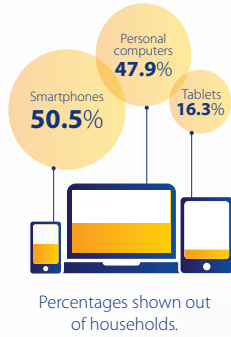
Overview

e-Commerce in Colombia reached US \$2.5 billion in 2015, up 17.2% from 2013. This reflects the strong development of the sector, particularly when taking into account that the growth occurred amidst an economic slowdown in the country.

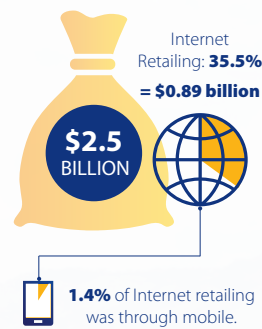
Population



Device Possession



2015 e-Commerce Market Value



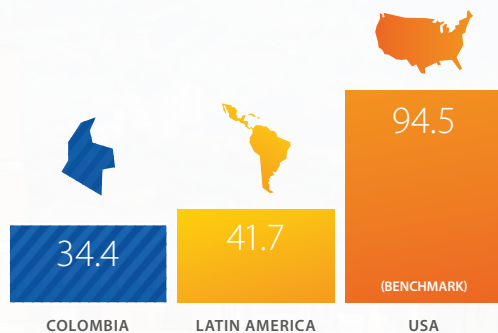
2020 Forecast

The e-Commerce market value is set to increase annually by:¹

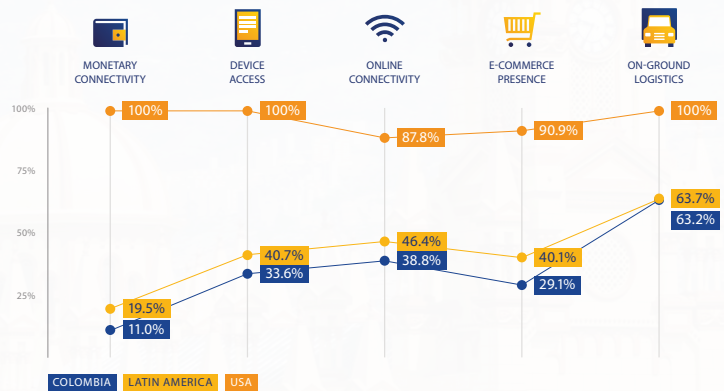


Index

The e-Readiness index helps to measure how developed e-Commerce is in a particular country or region.



Index breakdown



Consumer profiles

74.2% of Colombians fall into two opposing profiles, the Pro Surfer (shop online at least once a month) and the Traditionalist (never shop online).



Leading profile

The Pro Surfer

Avg. age: 42 years
Avg. monthly income: US \$1374
Avg. time spent online per day: 4.3 hours

Profile breakdown

COL Colombia LAC Latin America USA United States of America

2016 2014



Pro Surfer



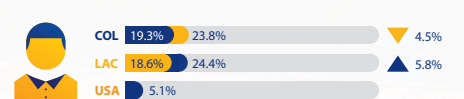
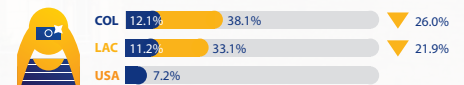
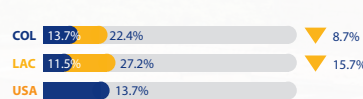
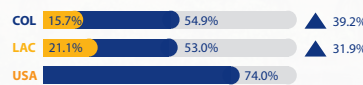
Explorer



Spectator



Traditionalist



¹ Compounded Annual Growth Rate (CAGR) All statistics from "e-Readiness in Latin America, 2016", a report prepared for Visa Inc. by Euromonitor International