

Latin America e-Readiness report

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.

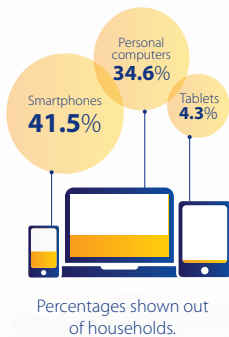
Overview

As Peruvian consumers gradually adapt to e-Commerce, there are substantial opportunities to further develop the online shopping environment through improvements to Monetary Connectivity and Online Connectivity.

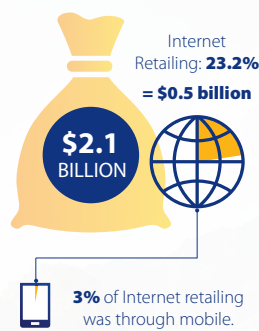
Population



Device Possession



2015 e-Commerce Market Value



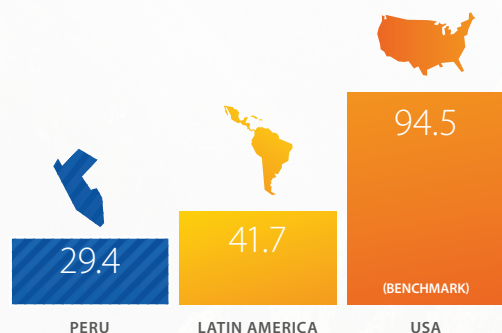
2020 Forecast

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

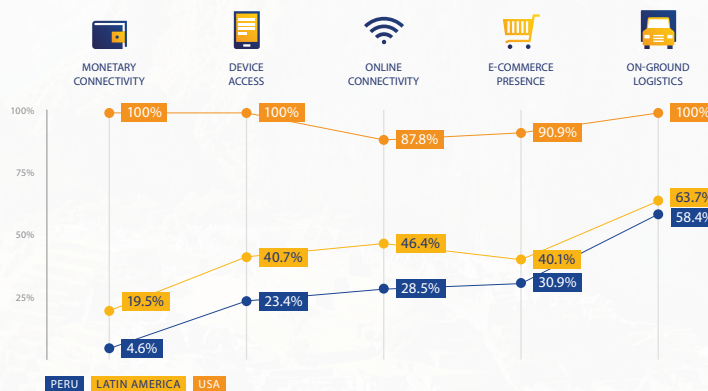


Index

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



Index breakdown



Consumer profiles

40.5% of Peruvians fall into the Traditionalist profile, meaning that they almost never shop online.



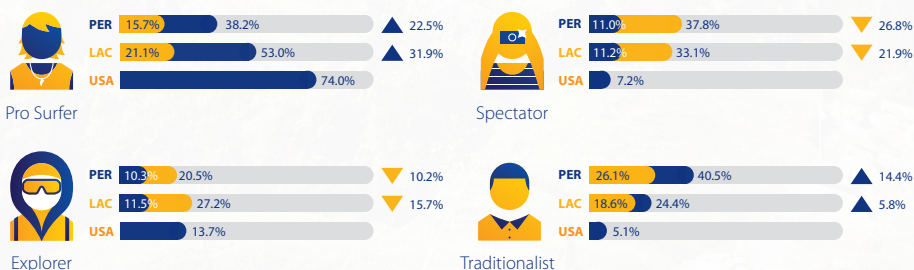
Leading profile

The Traditionalist

Avg. age: 41.5 years
Avg. monthly income: US \$340
Avg. time spent online per day: 3.8 hours

Profile breakdown

PER Peru LAC Latin America USA United States of America



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