

Latin America e-Readiness report

USA

94.5

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.

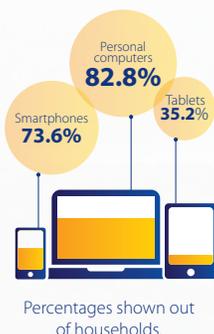
Overview

The USA has been selected as the benchmark nation for comparison. Currently, the USA's e-Commerce market is larger than the entire Latin America region.

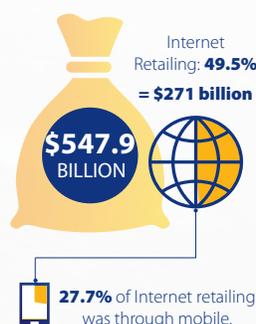
Population



Device Possession



2015 e-Commerce Market Value



2020 Forecast

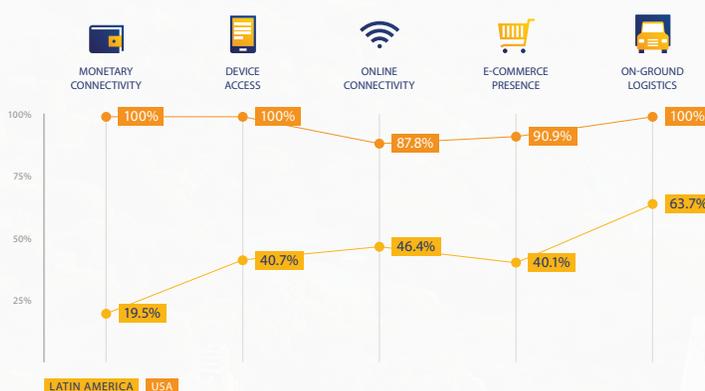


Index

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



Index breakdown



Consumer profiles

74% of Americans fall into the Pro Surfer profile as the majority of the population already shop online regularly.



Leading profile

The Pro Surfer

Avg. age: 43.2 years
 Avg. monthly income: US \$3204
 Avg. time spent online per day: 3.5 hours

Profile breakdown

LAC Latin America USA United States of America

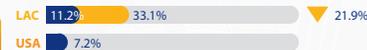
2016 2014



Pro Surfer



Spectator



Explorer



Traditionalist



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