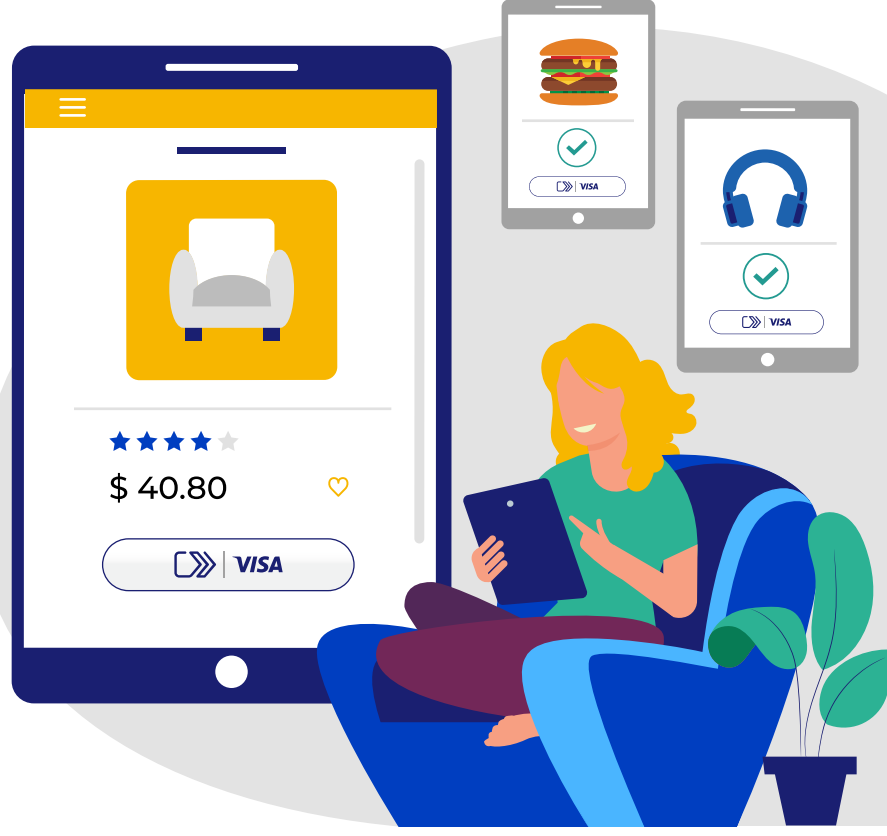


COVID-19 Accelerating eCommerce in Latin American and the Caribbean

The pandemic has helped digital payment skeptics recognize the benefits of online shopping.



More than 1 in 3 individuals above 15 years old **made purchases online amid the pandemic outbreak.**¹



10.8 million consumers made their **first digital purchase in 2020.**²



+56% increase in online shopping frequency was experienced during the pandemic and has stayed at the higher level.³



eCommerce sales growth was projected to **increase by +24% in 2020, up from +18% in 2019.**¹

Consumers are migrating to mobile



eMarketer estimated a **30% of digital commerce increase** in Latin America for 2020.²



+6 billion online sales transactions were predicted to be made via **mobile** during 2020, a number expected to double by 2025.¹

Preferred payment methods for Latin American consumers during the pandemic³

Consumers can use or answer more than one payment method (percentages do not add up to 100%)



72%
Debit cards



66%
Credit cards



53%
Cash



23%
Peer-to-peer payments



21%
Digital wallets

Technologies enabling digital commerce



Visa is here to help you

Contact your Visa account executive to understand how we can help you adapt and recover, recover while managing to stay relevant and successful during this critical situation.

VISA everywhere you want to be

Sources:

1. YStats.com: Latin America B2C eCommerce & Payment Market 2020 and COVID's impact (Aug 2020)
2. eMarketer Latin America eCommerce (June 2020)
3. Consumer Mindset during COVID-19 Wave 2. July 2020. C-Space

About Visa. Visa Inc. (NYSE:V) is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of digital commerce on any device, for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce.

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