Latin America Online Payment Methods: Full Year 2015

Description:
With B2C E-Commerce growing rapidly, the online payment landscape in Latin America remains dynamic. Credit card was the leading payment method used by online shoppers in countries such as Brazil, Colombia, Mexico and Dominican Republic in 2014/2015, according to research cited in this report. However, credit cards meet intense competition from alternative payment methods, including cash on delivery, PayPal and local banking schemes.

For example, in Brazil, over half of online shoppers paid by credit card, as of 2015, and around one third used local banking method Boleto Bancario, as the report reveals. In Mexico, debit cards and PayPal were used by about 50% of online shoppers, only slightly behind credit card use. In Colombia, nearly a quarter of online shoppers chose cash on delivery to pay for their purchases made over the Internet.

Another important trend in digital payments in Latin America is the growing use of mobile payment methods, spurred by the rise of mobile shopping and smartphone penetration. In Argentina, the share of online payment users who made payments via mobile phones doubled in 2015, while in Brazil it was already close to one half. Furthermore, in Mexico, over 50% of consumers with bank accounts reported that they would probably or definitely use mobile payments in the future, according to a 2015 survey.

Key Questions Answered
- Which payment methods are used by online shoppers in Latin America?
- How is the use of mobile payments developing in the countries of the region?
- What changes are occurring in the competitive online payment environment in the region’s largest online market?
- What are some of the reasons for online shoppers in Latin America to choose a specific payment method for their online purchases?

Contents:
1. Management Summary
2. Global
   - Online and Mobile Payment Trends and News about Players, H1 2015
   - Online and Mobile Payment Trends and News about Players, H2 2015
   - Breakdown of E-Commerce Sales by Cards and Alternative Payment Methods, by Region , in %, 2014 & 2019f
   - Non-Cash Payment Methods Used in Online Shopping, in % of Online Shoppers, 2015
   - Share of Online Shoppers Paying with Cash on Delivery, in %, by Selected Emerging Markets, 2015
   - Share of Online Shoppers Who Would Drop out of Purchase if the Preferred Method is Displayed on the Website but is not Available at the Checkout, in %, September 2015
   - Share of Consumers Who Are Satisfied with the Payment Methods Used, by POS, Browser and Mobile, in % of Consumers in Selected Developed Countries, June 2015
   - Payment Methods Used in M-Commerce, in % of Surveyed Mobile Phone Users, February 2015
   - Mobile Payment User Penetration, in % of Shoppers, by Selected Regions and the USA, 2014
   - Main Criteria For Adopting Innovative Payment Methods, in % of Consumers in Selected Developed Countries, by Very Important and Rather Important, June 2015
   - Perception of Security of Mobile Payments, by Selected Regions, and by Age Group, in % of Shoppers, 2014
   - Mobile Payment Users Penetration, by Product/Service Category, by UK, France, Germany, Italy, USA, Japan, Australia, Spain, China, in % of Mobile Phone Users, 2014
   - Types of Mobile Payments Used for Purchasing Non-Digital Goods, by UK, France, Germany, Italy, USA, Japan, Australia, Spain, China, in % of Mobile Phone Users, 2014
   - Types of Mobile Payments Used for Purchasing Non-Digital Services, by UK, France, Germany, Italy, USA, Japan, Australia, Spain, China, in % of Mobile Phone Users, 2014
   - Share of Online Shoppers Who Would Use Digital Currency, in % of Online Shoppers, by Selected Countries
3. Latin America

3.1. Regional
- Online Shopper Penetration on Banked and Unbanked Population with Internet Access, in %, by Selected Countries, 2013 & 2014
- Payment Methods Most Used in Online Shopping, by Selected Countries and Total, in % of Online Shoppers, 2014
- Motivation to Choose a Particular Payment Method for Using in Online Shopping the Most, in % of Online Shoppers Using This Method, 2014

3.2. Brazil
- Online and Mobile Payment Trends and News about Players, H1 2015
- Online and Mobile Payment Trends and News about Players, H2 2015
- Breakdown of Payment Methods Used in Online Shopping, in % of Online Shoppers, October 2015
- Payment Methods Most Used in Online Shopping, in % of Online Shoppers, 2014
- Reasons for Not Shopping Online, in % of Internet Users Who Do Not Shop Online, incl. Payment-Related, 2014
- Share of Online Payment Users Who Use Mobile Phones to Make Payments Online, in %, 2014 & 2015
- Product Categories Paid for Online via Mobile Phone, in % of Online Payment Users Who Paid via Mobile Phone, 2015

3.3. Mexico
- Payment Methods Used in Online Shopping, in % of Online Shoppers, June 2015
- Breakdown of Online Payment Methods Used in Online Shopping, by Payment Method and Device Used, in % of Online Shoppers, Q1 2015
- Breakdown of Offline Payment Methods Used in Online Shopping, by Payment Method and Device Used, in % of Online Shoppers, Q1 2015
- Number of Online Payment Users, in millions and in % Year-on-Year Change, 2010 - 2014
- Payment Methods Offered by Online Retailers, in % of Online Retailers, Q1 2015
- Available Security and Control Features on Online Retail Websites, in % of Online Retailers, Q1 2015
- Types of Products and Services Paid for Online, in % of Online Payment Users, 2010 - 2014
- Probability of Using Mobile Payment in the Near Future, in % of Banked Consumers, June 2015

3.4. Argentina
- Payment Methods Used in B2C E-Commerce, in % of Online Shoppers, 2013 & 2014
- Share of Online Payment Users Who Use Mobile Phones to Make Payments Online, in %, 2014 & 2015
- Product Categories Paid for Online, in % of Online Payment Users, 2015

3.5. Colombia
- Payment Methods Most Used in Online Shopping, in % of Online Shoppers, 2014

3.6. Chile
- Payment Methods Most Used in Online Shopping, in % of Online Shoppers, 2014

Ordering:
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- **Product Name:** Latin America Online Payment Methods: Full Year 2015
- **Web Address:** [http://www.researchandmarkets.com/reports/3633276/](http://www.researchandmarkets.com/reports/3633276/)
- **Office Code:** SCPLJD7K

Product Formats
Please select the product formats and quantity you require:

- **Electronic (PDF) - Single User:** USD 1078
- **Hard Copy:** USD 1191 + USD 57 Shipping/Handling
- **CD-ROM:** USD 1191 + USD 57 Shipping/Handling
- **Electronic (PDF) - Site License:** USD 1617
- **Electronic (PDF) - Enterprisewide:** USD 2155

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

- **Title:**
  - [Mr](#)  [Mrs](#)  [Dr](#)  [Miss](#)  [Ms](#)  [Prof](#)
- **First Name:** ____________________________  **Last Name:** ____________________________
- **Email Address:** *
- **Job Title:** ____________________________
- **Organisation:** ____________________________
- **Address:** ____________________________
- **City:** ____________________________
- **Postal / Zip Code:** ____________________________
- **Country:** ____________________________
- **Phone Number:** ____________________________
- **Fax Number:** ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information
Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp