

Latin America e-Readiness report

Chile

37.3

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.

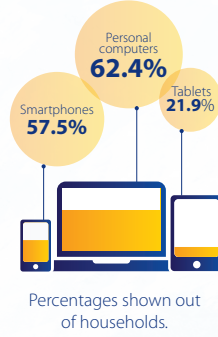
Overview

Although Chile ranks sixth in share of banked population, it ranks second in share of Internet users (75.7%). Chile's e-Commerce has grown steadily over the last two years.

Population



Device Possession



2015 e-Commerce Market Value

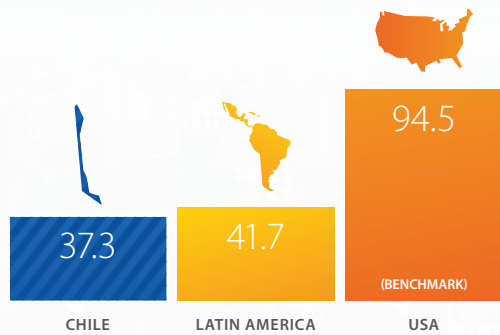


2020 Forecast

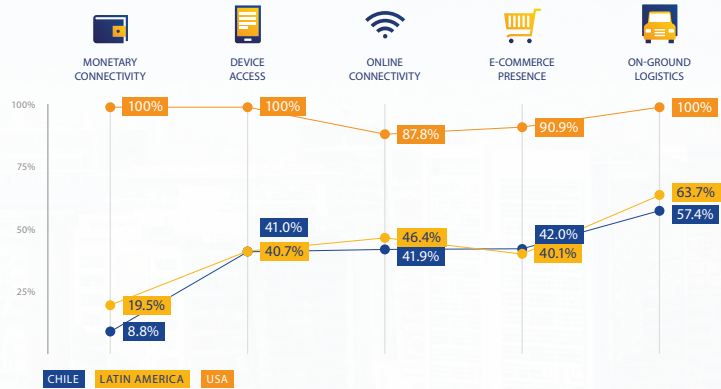


Index

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

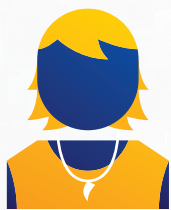


Index breakdown



Consumer profiles

64.4% of Chileans fall into the Pro Surfer profile, meaning that they already shop online regularly.



Leading profile

The Pro Surfer

Avg. age: 39.9 years
Avg. monthly income: US \$1273
Avg. time spent online per day: 3.8 hours

Profile breakdown

CHI Chile LAC Latin America USA United States of America



Pro Surfer



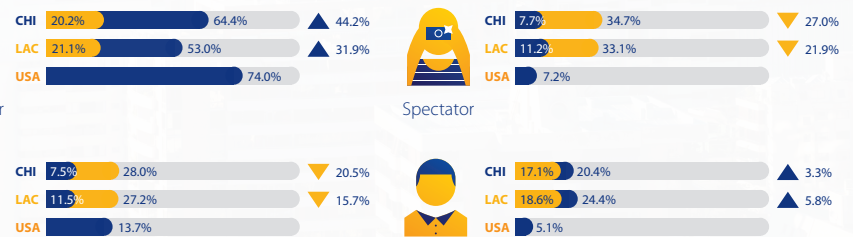
Explorer



Spectator



Traditionalist



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