

# Latin America e-Readiness report

# Argentina

40

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.

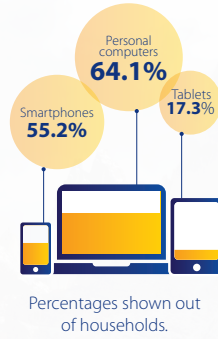
## Overview

Argentina is Latin America's third-largest online market in dollar terms. However, devaluation and inflation from 2013 to 2015 has led to relatively low e-Commerce growth in U.S. dollars.

## Population



## Device Possession



## 2015 e-Commerce Market Value



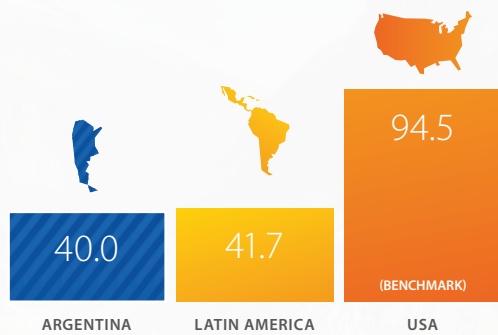
## 2020 Forecast

The e-Commerce market value is set to increase annually by:<sup>1</sup>

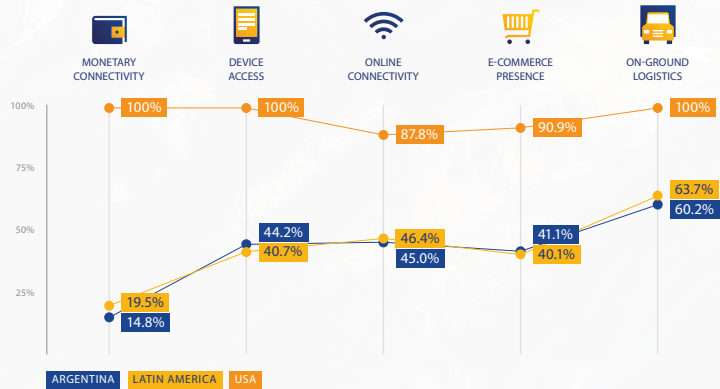


## Index

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



## Index breakdown



## Consumer profiles

77.1% of Argentinians fall into two opposing profiles, the Pro Surfer (shop online at least once a month) and the Traditionalist (never shop online).



### Leading profile

#### The Pro Surfer

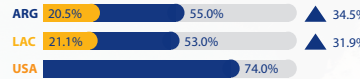
Avg. age: 42.8 years  
 Avg. monthly income: US \$1600  
 Avg. time spent online per day: 4.1 hours

## Profile breakdown

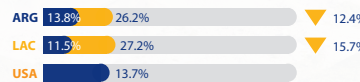
ARG Argentina LAC Latin America USA United States of America



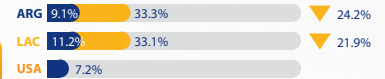
Pro Surfer



Explorer



Spectator



Traditionalist



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