

# Q4 is no longer as important for Latin American retailers

Article

The last three months of the year used to be a make-or-break period for retailers, but consumers in Latin America are now spreading out their digital purchases over the entire year.

Anchored by Black Friday and Christmas, Q4 historically accounted for the bulk of consumers' online spending for the year. However, other shopping events—like Hot Sale in

Argentina and Mexico, or Father's Day in Brazil—have grown in popularity, giving retailers a sales boost in Q2 and Q3.

## Key Highlights

**Consumers' new spending habits have diminished Q4's importance as a revenue driver.** Five of the 12 retailers we analyzed generated more sales in Q2 2021 versus Q4 2021, underscoring Q2's significance for retailers' bottom lines.

- For nine companies, Q4 represented more than **30%** of their total retail ecommerce sales in 2019. Two years later, just four players had Q4 sales shares above **30%**.
- These shifts had the biggest impact on **Walmart's** ecommerce business in Mexico and Central America. Q4 accounted for **more than half** of the retailer's total ecommerce sales in 2018. Three years later, Q4 made up a bit **more than one-third** of its ecommerce sales.

## Retail Ecommerce Sales Share Among Select Companies in Latin America, by Quarter, 2021

*% of total retail ecommerce sales*

### Grupo Éxito Colombia



### Carrefour Brasil



### Magazine Luiza



### Via



### Americanas S.A.



### Mercado Libre

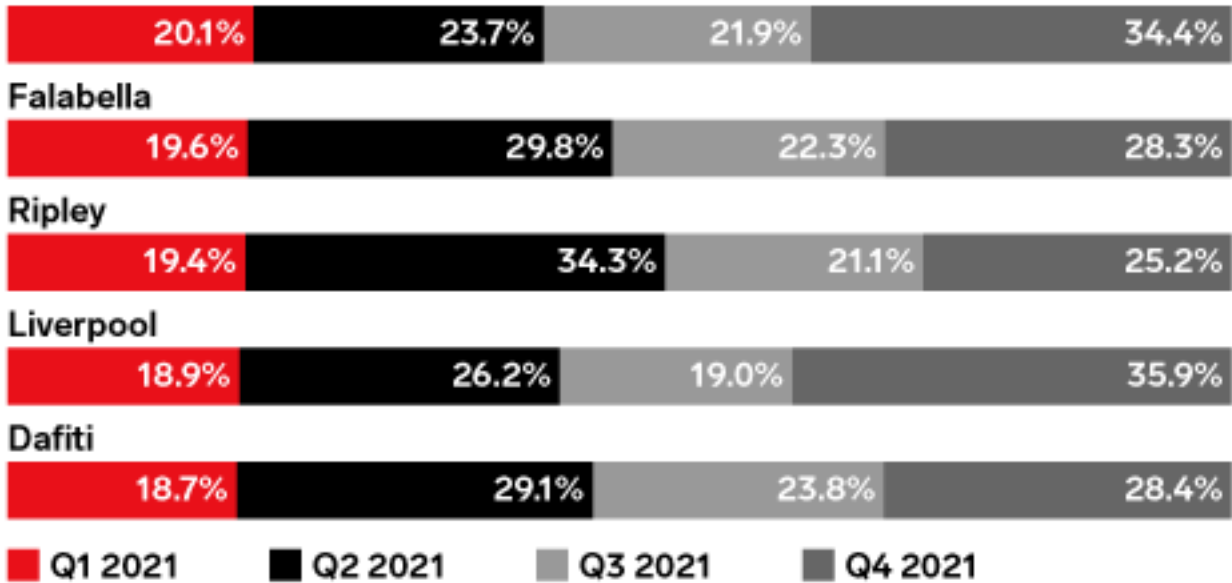


### Cencosud



### Walmart México and Central America

Walmart Mexico and Central America



*Note: numbers may not add up to 100% due to rounding*  
 Source: company financial reports for each company, as noted; Insider Intelligence calculations, March 15, 2022

## Retail Ecommerce Sales Share Among Select Companies in Latin America, by Quarter, 2019

% of total retail ecommerce sales

Via



Mercado Libre



Grupo Éxito Colombia



Carrefour Brasil



Dafiti



Americanas S.A.



Magazine Luiza



Cencosud



Falabella



Walmart de México y Centroamérica



Liverpool



■ Q1 2019   ■ Q2 2019   ■ Q3 2019   ■ Q4 2019

Note: numbers may not add up to 100% due to rounding

Source: company financial reports for each company, as noted; Insider Intelligence calculations, March 15, 2022

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## Looking Ahead

**To entice buyers throughout the year, retailers should ensure adequate inventory and run effective marketing campaigns and promotions.** This will help bolster sales and keep retailers top of mind as competition for discretionary income intensifies.

**Successful retailers will likely spread sales more evenly across all four quarters in the coming years.** Players like **Magazine Luiza**, **Mercado Libre**, and **Via** are already on track to do so, while retailers like **Liverpool** and **Walmex** lag in this regard.

[Read the full 2022 Latin America Retail Ecommerce Players Update report.](#)