

How Latin America's eetailers stack up at home and abroad

Article

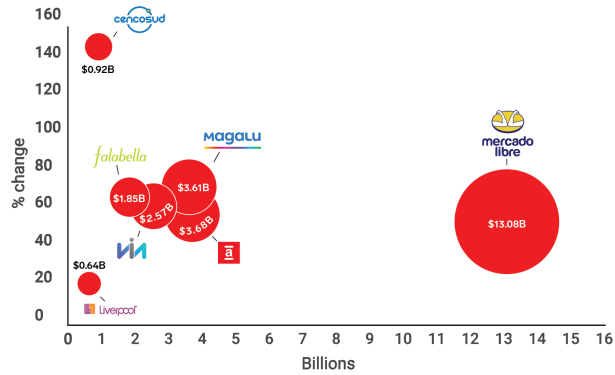
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In H1 2021, **Mercado Libre** scooped up more than **\$13 billion** in digital sales across Latin America, making it the region's biggest ecommerce company. **Americanas S.A.** and **Magazine Luiza** rank second and third, each earning over **\$3 billion**. Impressive as their figures are, these

retailers can't compete with international giants like **Alibaba**, whose gross merchandise value in China topped **\$78 billion** during the 2021 Singles' Day event alone.

Comparative Estimates: Retail Ecommerce Sales* Among Select Companies in Latin America, H1 2021

billions and % change



Note: numbers may vary due to rounding; *Mercado Libre's sales figures were reported in USD; sales figures for Americanas S.A., Magazine Luiza, and Via were converted at the exchange rate of US\$1=BRL5.16; sales figures for Cencosud and Falabella were converted at the exchange rate of US\$1=CLP792.07; sales figures for Liverpool were converted at the exchange rate of US\$1=MXN21.77
Methodology: Data is from each company's Q2 2021 financial reports, earnings releases, and corporate presentations. These reports provide a comprehensive overview of each company for the past quarter and year. Data and figures represent activity tracked by each company. Broader ecommerce industry metrics may vary.
Source: company financial reports for each company, as noted; Insider Intelligence calculations

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