

PILLAR

MARKET ANALYSIS

Latin America E-Commerce: The Fastest-Growing Digital Market on Earth

12.2% YoY growth. \$769B heading toward \$1 trillion by 2027. MercadoLibre at \$100B. LATAM fintech up 340% in six years.

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Latin America is the fastest-growing e-commerce region on the planet, and the gap is widening. At **12.2% year-over-year growth**, the region is expanding nearly four times faster than North America. E-commerce volume reached **\$769 billion in 2025** and is projected to surpass **\$1 trillion by 2027**. Penetration sits at 12–15% — roughly where the United States was nine years ago.

This is not a forecast about a market that might emerge. It is a market that has already emerged, and is now compounding from a base that already rivals mature regions in absolute terms.

01 — LATAM versus the rest of the world

E-commerce growth: LATAM 12.2% YoY · North America 3.3% · Europe ~5% · Asia-Pacific ~8%

Penetration: LATAM 12–15% · North America ~22% · Europe ~20% · Asia-Pacific ~30%

Digital shoppers: ~300M today, projected +44% by 2029

Mobile traffic share: 85% — the highest of any region

Volume: \$769B today, heading to \$1T by 2027

LATAM is the only major region pairing low penetration with high growth and mobile-native infrastructure.

02 — MercadoLibre: the \$100 billion anchor

\$26.2B trailing twelve-month revenue

39% YoY revenue growth — roughly 3.5x Amazon's pace

150M+ active users across 18 countries

\$2.2B free cash flow in Q3 2025

56% revenue CAGR since 2018

82% home-market share in Argentina, 74% in Mexico

MercadoLibre is the rare platform pairing Amazon-scale logistics with Alibaba-scale payments, in a region where both are still under-built.

Mercado Pago, the fintech arm, processed **\$71.2B in total payment volume**, up 41% YoY.

03 — The fintech explosion

LATAM fintech companies grew from **703 in 2017 to 3,069 in 2023** — a 340% increase. The market is projected to reach \$49.6B by 2033.

Brazil Pix: 165M users, 63 billion transactions in 2025

Nubank: the world's largest digital bank by user count

Digital wallets + A2A payments: 46% of LATAM e-commerce turnover, up from 21% in 2023

Mobile wallet usage: 62% of Latin Americans

04 — Mexico: the lead market in 2026

Mexico is expected to post the highest e-commerce growth of any country in 2026. B2C sales reached **\$38B in 2025**, up 21% YoY. Internet penetration sits at 77% and is climbing. Q3 2025 remittance inflows of \$16.1B, 97% from the United States, increasingly disbursed through digital wallets.

The country combines U.S.-adjacent purchasing power with structurally underbuilt digital authority — the precise condition under which premium domain properties and editorial coverage compound fastest.

05 — What this means for Pillar

Pillar Media & Entertainment manages or is actively acquiring more than **100,000 premium domain properties**, reaching **500M+ monthly readers** across the network. Our launch inventory includes 6,608 domains across four languages — English, Spanish, French, and Portuguese — with Spanish and Portuguese sized directly to the LATAM opportunity.

The regions producing the next decade of e-commerce growth are not the regions producing the next decade of editorial authority. We exist to close that gap: premium .com properties, native-language editorial coverage, and the citations that make those properties credible in their categories.

Frequently asked questions.

How fast is LATAM e-commerce actually growing?

12.2% year-over-year as of 2025 — nearly four times the North American rate. Volume reached \$769B in 2025 and is projected to cross \$1 trillion by 2027.

Is MercadoLibre really comparable to Amazon?

On growth, yes. MercadoLibre posted 39% revenue growth versus Amazon's ~11%, with 150M+ active users across 18 countries and an \$100B+ market cap as of early 2026.

Why is mobile share so high in LATAM?

The region skipped the desktop era. 85% of e-commerce traffic comes from smartphones, supported by 677.5M mobile connections and real-time payment systems like Brazil's Pix and Mexico's SPEI.

Which LATAM country leads in 2026?

Mexico. B2C e-commerce reached \$38B in 2025 with 21% YoY growth, 77% internet penetration, and \$16.1B in Q3 2025 remittances.

How does Pillar position around this opportunity?

Pillar holds Spanish- and Portuguese-language premium .com properties sized to LATAM's 500M+ readers, paired with editorial coverage that builds the category authority advertisers and audiences require.
