



# LATIN AMERICA EXPRESS & E-COMMERCE OUTLOOK 2024

## Table of Contents

<b>Latin America – An Overview .....</b>	<b>4</b>
<b>Country Profiles .....</b>	<b>9</b>
Argentina .....	10
Bolivia .....	12
Brazil .....	14
Chile .....	16
Colombia.....	18
Costa Rica .....	20
Dominican Republic.....	22
Ecuador .....	24
El Salvador .....	26
Guatemala .....	28
Honduras .....	30
Jamaica .....	32
Mexico .....	34
Nicaragua.....	36
Panama .....	38
Paraguay .....	40
Peru .....	42
Uruguay .....	44
Venezuela .....	46
Top Five Economies.....	48
<b>Trade Agreements .....</b>	<b>50</b>
<b>Postal Associations.....</b>	<b>54</b>
<b>Carrier Profiles by Country.....</b>	<b>57</b>
Regional Carriers .....	158
Integrators .....	163



# LATIN AMERICA AT A GLANCE

# LATAM – At a Glance

## A Regional Overview

With a combined GDP of approximately \$XX USD trillion the LATAM region is one of the largest and wealthiest economic blocks globally. Yet at the same time it is a region that has never reached its full potential, and as unfortunately, history does repeat itself, it is quite uncertain whether it ever will.

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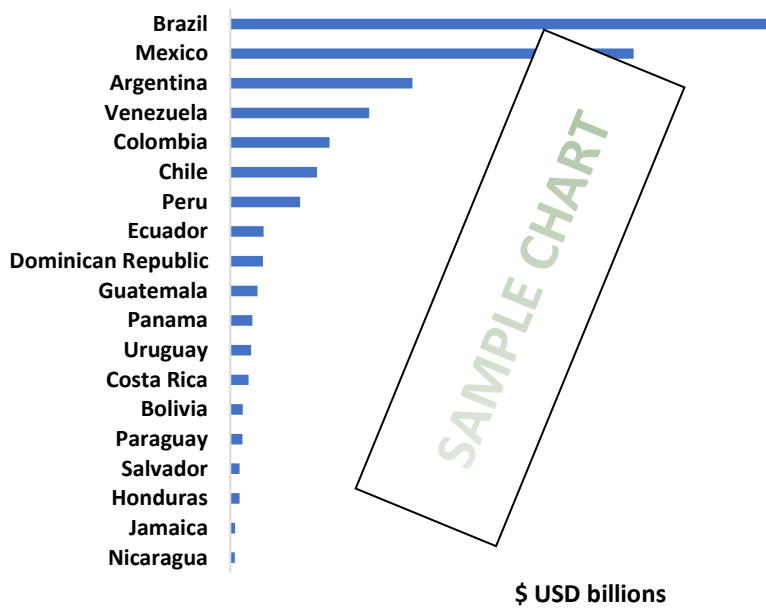
Brazil and Mexico are the two main powerhouses. Both countries experienced a trade surplus (which is when exports exceed imports), a condition not all that common in the region. In 2021 Brazil had \$XXX USD billion worth of exports and \$XXX USD billion whilst Mexico had \$XXX USD billion in exports and \$XXX USD billion in imports.

As for 2024, GDP growth is expected to reach XX% on the back of a more stable inflation level, lower interest rates, and a favourable external sector.<sup>1</sup>

High inflation levels have always been a source of concern and economic strife in the region. Inflation erodes purchasing power. An overall rise in prices over time reduces the purchasing power of consumers since a fixed amount of money will afford progressively less consumption. People consume less, the economy shrinks...

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GDP (2022)



Rate of Inflation Nov/Dec 2023	
Argentina	XX
Venezuela	XX
Colombia	
Jamaica	
Nicaragua	
Honduras	
Uruguay	
Mexico	
Brazil	XX
Guatemala	XX
Chile	XX
Paraguay	XX
Dominic	XX
Peru	XX
Bolivi	XX
Panam	XX
Ecuador	XX
El Salvador	XX
Costa Rica	XX

<sup>1</sup> Deloitte

### A Postal Perspective

The Universal Postal Union (which mainly covers the national postal operators operating under the universal postal service (UPS)) estimates that the number of domestic letters handled in South America and the Caribbean in 2022 was approximately XXX billion, for international letters that figure is XXX billion. XX billion domestic parcels and XXX million international parcels were handled during the same period<sup>2</sup>

In Brazil parcel volumes reached XX billion in 2022, a X% increase compared to 2021. Parcel revenue saw a significant boost, reaching \$XX USD billion, up X% year-over-year. Correios handles XX% of all parcels, followed by Total Express with X%, TNT at X%, Directlog X%, Gollog and Jadlog at X% and 'others' at X%.

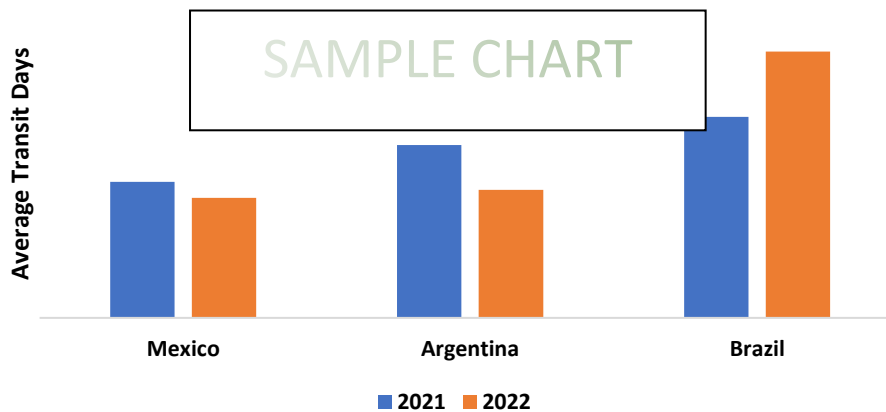
Research shows that some XXX million parcels were delivered in the Mexican courier, express and parcel (CEP) market in 2021. This figure has more than tripled in comparison with 2012. Carriers covered on said study include Correos de México, DHL Express, Estafeta, FedEx, Paquetexpress, Redpack, SCM, SendEx, Tresguerras, UPS and others (rest of the market). Correos de Mexico handled XXX million pieces in 2022, out of which XX% were domestic and X% international.

Continued...

### Last Mile Facts

In Latin America, Mexico had the fastest transit time of XX days during the first half of 2022.<sup>3</sup>

### Which country had the fastest average transit time?



Source: Parcelmonitor

Contrary to Mexico's and Brazil's, Argentina's first-attempt delivery success rate decreased from XX % to XX% in the last year.<sup>4</sup>

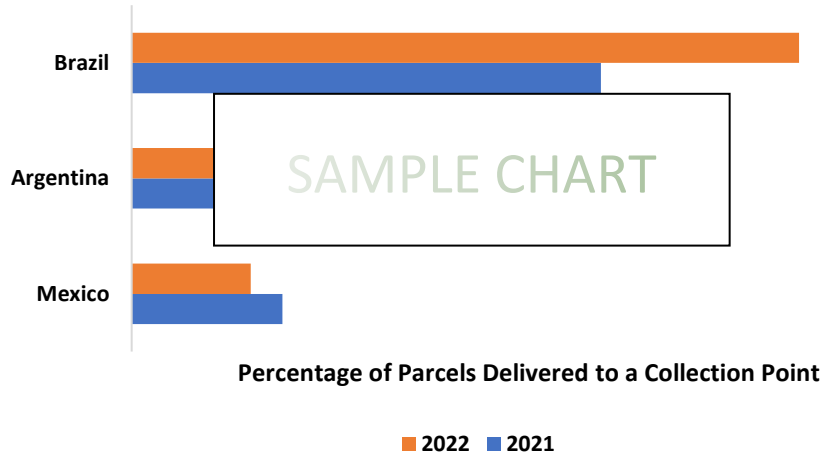
<sup>2</sup> Not all countries included on this report reported annual figures.

<sup>3</sup> Source: Parcelmonitor

<sup>4</sup> Source: Parcelmonitor

Brazil ranked first in terms of collection point usage in Latin America, with approximately XX% of its parcels being delivered to collection points across the country.<sup>5</sup>

### Highest Usage of Collection Points



Source: Parcelmonitor

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#### Forecast

The Latin American International CEP Market is estimated to witness a CAGR of more than XX% during the forecast period (2022-2027).<sup>6</sup>

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<sup>5</sup> Source: Parcelmonitor

<sup>6</sup> Mordor Intelligence

**An E-commerce Perspective**

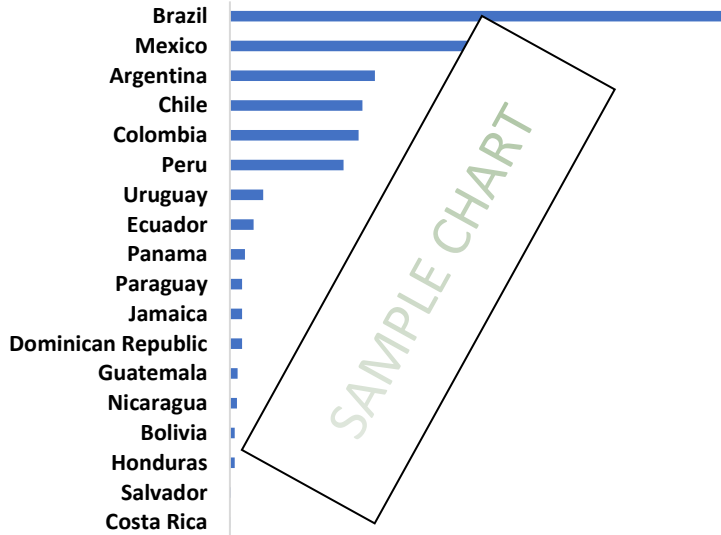
Based on actual figures gathered from national e-commerce associations, specialized published reports and other official sources Triangle has estimated the LATAM e-commerce market to be worth \$XXX USD billion.

Other resources such as Statista estimated the market to be worth \$XXX USD billion.

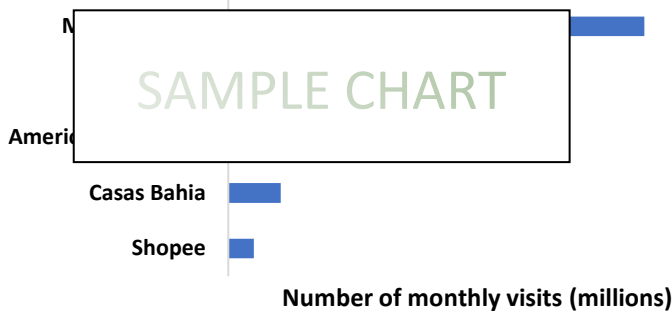
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Mercado Libre (Argentina) is undoubtedly the key e-retailer of the region, with revenues of \$XX USD billion in 2022. XX% of its revenue originated in Brazil, XX% in Argentina and XX% in Mexico. Its is followed by Amazon and Americanas Express (Brazil), both of which trail far behind in the number of users and visitors.

**Share of E-commerce Market Value**



**Largest LATAM Marketplaces**



Forecast

Of the main economies the Brazilian e-commerce market is expected to grow by XX% by 2026, Mexico by XX%, Colombia by XX%, Argentina by XX%, Chile by XX% and Peru by XX%.

Continued...



# COUNTRY PROFILES



# Peru



## Key Market Facts

- **Population:** XX (2023) <sup>1</sup>
- **GDP:** \$XX USD billion (2022) <sup>2</sup>
- **E-commerce market:** \$XX USD billion (2022) <sup>3</sup>
- **Exports:** \$XX USD billion (2021) highest value exports include: copper ore, gold and refined copper <sup>4</sup>
- **Imports:** \$XX USD billion (2021) highest value imports include: refined petroleum, crude petroleum and broadcasting equipment. <sup>4</sup>

## CEP Market

- According to official statistic published by the national government during 2022, postal traffic totalled 67 million shipments, which generated postal revenues worth \$XX USD million. Of those XX million shipments XX% (XX million) was post: XX% (XX million) being documents, XX% (XX million) small packages documents and XX% (XX million) small packages goods; while XX% (XX million) were parcels. However parcel revenue was XX% of total revenue.
- XX% of all items were domestic, XX% was international outbound and XX% was international inbound.
- XX% of e-commerce orders are delivered next day and 40% same day.
- Between January and July 2022, investments in transportation infrastructure reached \$XX USD million, reported Ositrán (Organismo Supervisor de la Inversión en Infraestructura de Transporte de Uso Público). Advancement of investments in roads represents 95% and 63% in ports. Investment in road infrastructure reached \$XX USD million.

## E-commerce market

- According to the CAPECE (Cámara Peruana de Comercio Electrónico) XX million Peruvians bought online during 2022, generating \$XX USD billion.
- There are XX online shops.
- After two years of growth over XX% (due to the pandemic), during 2022 the sector grew by XX%.
- E-commerce retail has a XX% share of the total sales volume in e-commerce, against XX% of tourism and XX% of goods and services.
- Amongst those categories that grew most last year are pet goods (XX%), personal care (XX%), bookstores (XX%), telecommunications (XX%) and accessories (XX%).
- XX% of online shoppers used their mobile, XX% use a desktop and XX% a tablet.
- A study by CAPECE showed that 84% of online shoppers would not return to a specific retailer after a negative delivery experience.
- Top online shops are Falabella, Mercado Libre, Ripley, Plaza Veja y Promart.

- The same study determined that retail ecommerce generated \$ XX billion, which in turn generated \$XX million for the last mile sector.

#### Other

- XX% of online purchases were paid via a credit or debit card, XX% using e-wallets, XX% paid with cash and XX% used a bank transfer.
- According to DataReportal internet penetration stands at XX%.
- XX% of the population has a bank account.

#### Useful Information Sources:

Postal regulator: Organismo Supervisor de Inversión Privada en Telecomunicaciones (OSIPTEL)

Tax authority: The National Superintendency of Customs and Tax Administration (SUNAT)

E-commerce Association: Cámara Peruana de Comercio Electrónico (CAPECE)

- 1- Worldmeter
- 2- World Bank Data
- 3- CAPECE
- 4- OEC



# **PARCEL & MAIL CARRIERS**



# Peru

# Serpost

Peru • Private Operator



## Key Facts

- **Latest turnover:** \$XX million USD
- **No. employees:** XX full time, XX part time
- **Fleet:** XX vehicles (XX trucks, XX vans, XX cars, XX motorcycles and XX bicycles)
- **Locations:** XX branches in Peru (XXX own, X franchises)
- **Volumes handled:** XX million items (XX% being international)
- **Ownership:** Private

## Specialisations

- **Traffic types:** Post, Parcel
- **Modes of transport:** Road, Air
- **Weights and Dimensions:** National services: 31.5kg
- **Value added services:** PO Box, money transfers

## Contact Details

**Address:** Av. Tomas Valle S/N - Los Olivos - Lima - Código Postal 15302

**Telephone:** 511-5000

**Email:** servicioalcliente@serpost.com.pe

**Website:** www.serpost.com.pe

**Social Media:** Linkedin, Facebook, X, Instagram

## Domestic Services

- **Domestic Mail:**
  - Standard: Two-day delivery
  - Courier: For businesses, one or two-day options
- **Domestic Parcel:**
  - Standard: Two-day delivery
  - Parcels: For businesses, up to 5 days
- **Domestic Value Added:** PO Box, money transfer

## International Services

- **International Mail:**
  - Standard: up to 15 days
- **International Parcel:**
  - Standard Small Packet: up to 15 days
  - Standard Parcel: up to 30 days
  - EMS Express: up to 7 days
- **International Value Added:** Postal money transfer, online money transfer to Chile, Colombia, Spain, Ecuador and Uruguay

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