

# Latin America B2C E-Commerce Seminar & Meetings 2023

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## Cross-Border Retail E-Commerce in Brazil

Michelle Minchillo

# About me



**Michelle Minchillo**

Foreign Trade | Project Management  
| Supply Chain | S&OP | Trainer | Black...



- ✓ Bachelor's Degree in Administration with emphasis on Foreign Trade, Post Graduated in International Logistics and MBA in Corporate Strategy.
- ✓ Foreign Trade professional with over 15 years of experience in cross-border business in Brazil in multinational companies of automotive, foods, e-commerce and retail. Proven track record of developing and executing successful strategies for international trade. Strong knowledge of Brazilian customs regulations, import/export procedures, and international trade agreements.
- ✓ Experience in import and export legislation, products classification (NCM) and Government Authorities (Receita Federal, DECEX/ SECEX, ANVISA, IBAMA, MAPA, INMETRO, etc)
- ✓ Management of projects for costs reduction and processes optimization.
- ✓ Implemented Grupo Netshoes (e-commerce) AEO Trade Compliance Program with Brazilian Government.

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# Brazil Foreign Trade overview

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In 2022

## Exports

US\$ 334.1MM  
+19.0% Var.  
2022/2021

## Imports

US\$ 272.6MM  
+24.2% Var.  
2022/2021



## Balance

US\$ +61.5MM  
Superavit 2022



# Brazil Cross-Border e-commerce overview

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- In 2022, Brazil grew from 87.7MM to 108.9MM (24%YoY) e-shoppers.
- Of which, 72% bought in Cross-Border e-commerces.
- 43% spent USD 20 – USD 250.
- 61% are between 25~49 years old.
- 33% are between 50~64 years old.
- 65% have Bachelor's degree.
- 55% are men.
- 79% pay in credit card.



# Brazil Cross-Border e-commerce overview

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The main motivations to Brazilian e-shoppers purchase decision are:

- Discounts and Promotions
- Free Shipping
- Convenience
- Quality
- Speed
- Localized Experience (Detail Pages in Portuguese, warranty, etc)

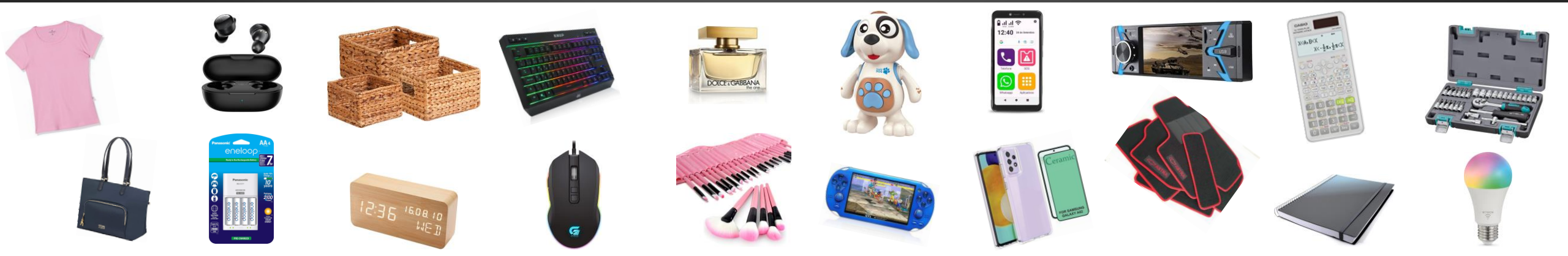
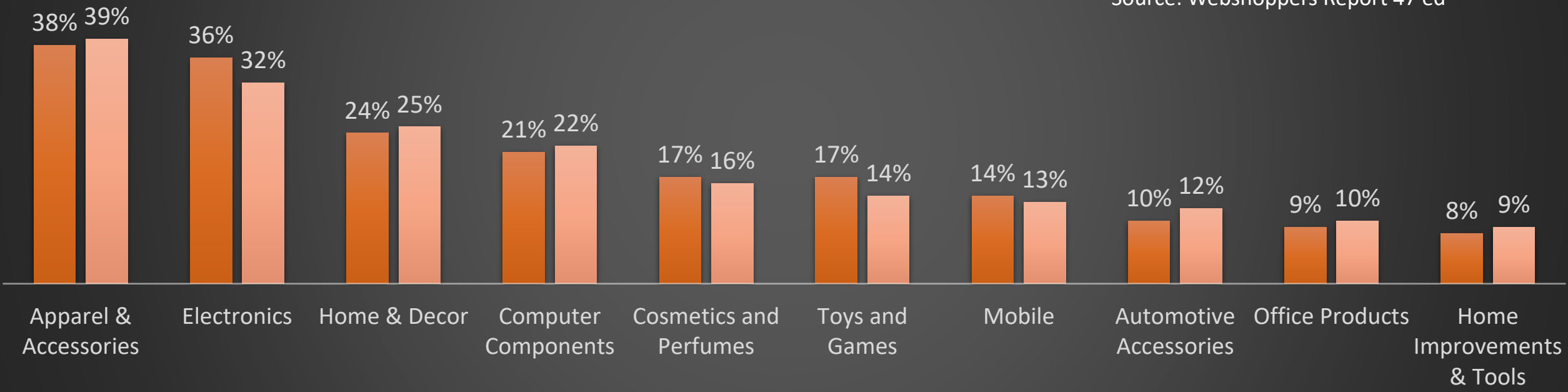


# Brazil Cross-Border e-commerce overview

## Top 10 categories

2021 2022

Source: Webshoppers Report 47 ed



# Brazil Cross-Border e-commerce overview

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The main modalities to offer Imported Products in Brazil Retail e-commerce are:

1. B2C Cross-Border
2. B2B2C



# Brazil B2C Cross-Border

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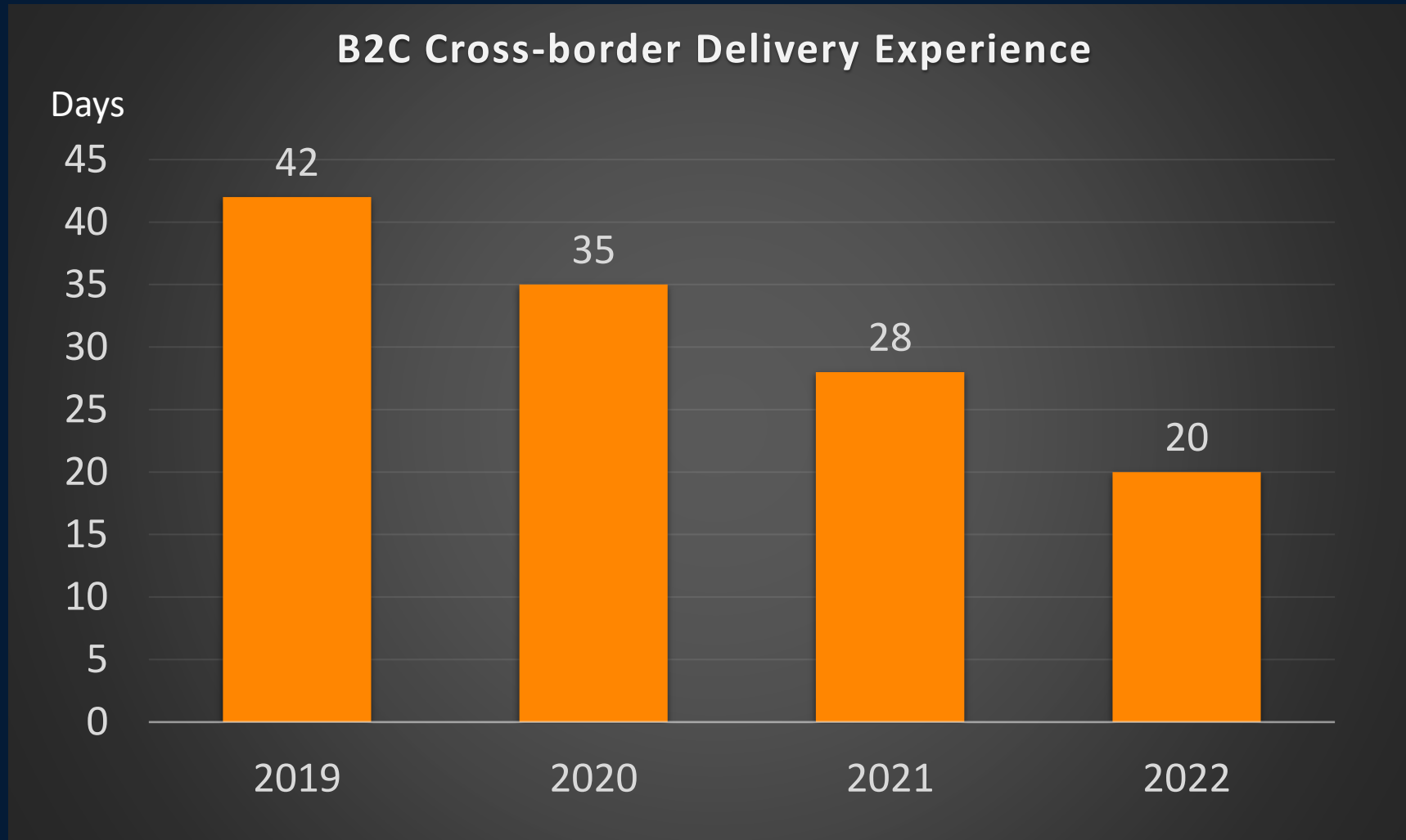
B2C Cross-border is the selling of goods or services online between businesses and consumers located in different countries.















# Brazil B2C Cross-Border

Cross-border players have also improved its logistics, reducing delivery lead time by -40% YoY:



# Brazil B2C Cross-Border

## Top E-commerce Ranking:

	Channel	Category	Subcategory
1	 Americanas.Com.Br	Shopping	Multicategory
2	 Mercadolivre.Com.Br	Shopping	Multicategory
3	 Amazon.Com.Br	Shopping	Multicategory
4	 MagazineLuiza.Com.Br	Shopping	Multicategory
5	 Shopee.Com.Br	Shopping	Multicategory
6	 CasasBahia.Com.Br	Shopping	Multicategory
7	 Microsoft.Com	Shopping	Multicategory Equipments
8	 Netshoes.Com.Br	Shopping	Sports
9	 Aliexpress.Com	Shopping	Multicategory
10	 Submarino.Com.Br	Shopping	Multicategory

Top Ecommerce Ranking Reports – Netrica / E-commerce Brasil/ available in <https://exame.com/colunistas/bernardo-carneiro/cross-border-a-nova-tendencia-do-ecommerce-brasileiro-vem-de-fora/>

## Brazil B2B2C Cross-Border

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B2B2C Cross-Border is a B2B transaction followed by a B2C transaction across different countries.

B2B2C cross-border e-commerce is becoming increasingly popular as it allows manufacturers or suppliers to access new markets without having to invest heavily in marketing and distribution.



# Brazil B2B2C Cross-Border

B2B transactions data is confidential and protected by Brazilian Government.

However, many Retailers, Distributors and E-commerce in Brazil, are importing products from foreign manufactures to build inventory and offer locally to Brazilian customers.

Most popular players to find imported products in Brazil:

## Retailers















## Distributors



## E-commerces



# B2C Vs B2B2C Cross-Border main tradeoffs

	B2C	B2B2C
Complexity (local rules, legislation, customs clearance, warranty, returns, etc)	Manufacturer/Seller is responsible 	The Importer (Intermediary) is responsible. 
Profit margins	Lower, as logistics costs and taxes are higher. 	Higher margins to manufacturers as they sell in bulk. 
Final Prices to customers	Higher prices as logistics costs and taxes are higher. 	Can offer better prices to customers as the costs and taxes are lower. 
Inventory Management	No risk. 	The risk of inventory is with the importer (Intermediary). 
Products Assortment	Can offer a wide selection of products 	Limited to what the importer want to import to build inventory. 
Final Customer Delivery Experience	In AVG 20 Days, driven by customs clearance and international Logistics. 	Faster as products will be available in Brazilian stock. 

# Brazilian Rules

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Cross-border e-commerce in Brazil have few rules and regulations that businesses need to be aware of. Here are some key points to keep in mind:

- Import taxes
- Customs clearance
- Consumer protection
- Payment processing
- Language requirements

It's important for businesses to familiarize with these regulations and work with experienced partners to ensure compliance when selling to Brazilian consumers.



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THANK YOU

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