

Brazil e-commerce grosses more than \$11 billion

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A man walks through the Brazil exhibition prior to the opening of the CeBIT IT fair on March 5, in Hanover, central Germany. Online commerce in Brazil grossed more than \$11 billion last year, up 26 percent over the previous year, the market research firm e-bit said Wednesday.

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According to the "Webshoppers report, conducted by e-bit with the Brazilian Chamber of [Electronic Commerce](#), Brazil added nine new million electronic consumers, bringing to 32 million the number of people who did at least one online purchase last year.

The study also noted that Brazilian consumers continue to buy a growing

number of higher value added products such as electronics, with increases in sales of fashion and accessories as well.

Main sectors which attracted Brazilian e-commerce in 2011 were those of electronic appliances (15 percent of total sales), computers (12 percent), electronics (eight percent) and fashion and accessories (seven percent).

For this year, e-bit forecast similar growth, with revenue expected to reach \$12.7 billion.

"Though the domestic market is growing, the international environment could influence the results" of this year, it however added in a statement.

In 2010, [Internet sales](#) in Brazil totaled \$8.4 billion, up 40 percent over the figure for the previous year.

The report reviewed sales in 5,000 associated shops and the experience of [consumers](#) across the country through questionnaires.

Some 78.5 million of Brazil's 191 million people have access to the Internet, according to the latest data from the pollster Ibope [Nielsen Online](#).

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