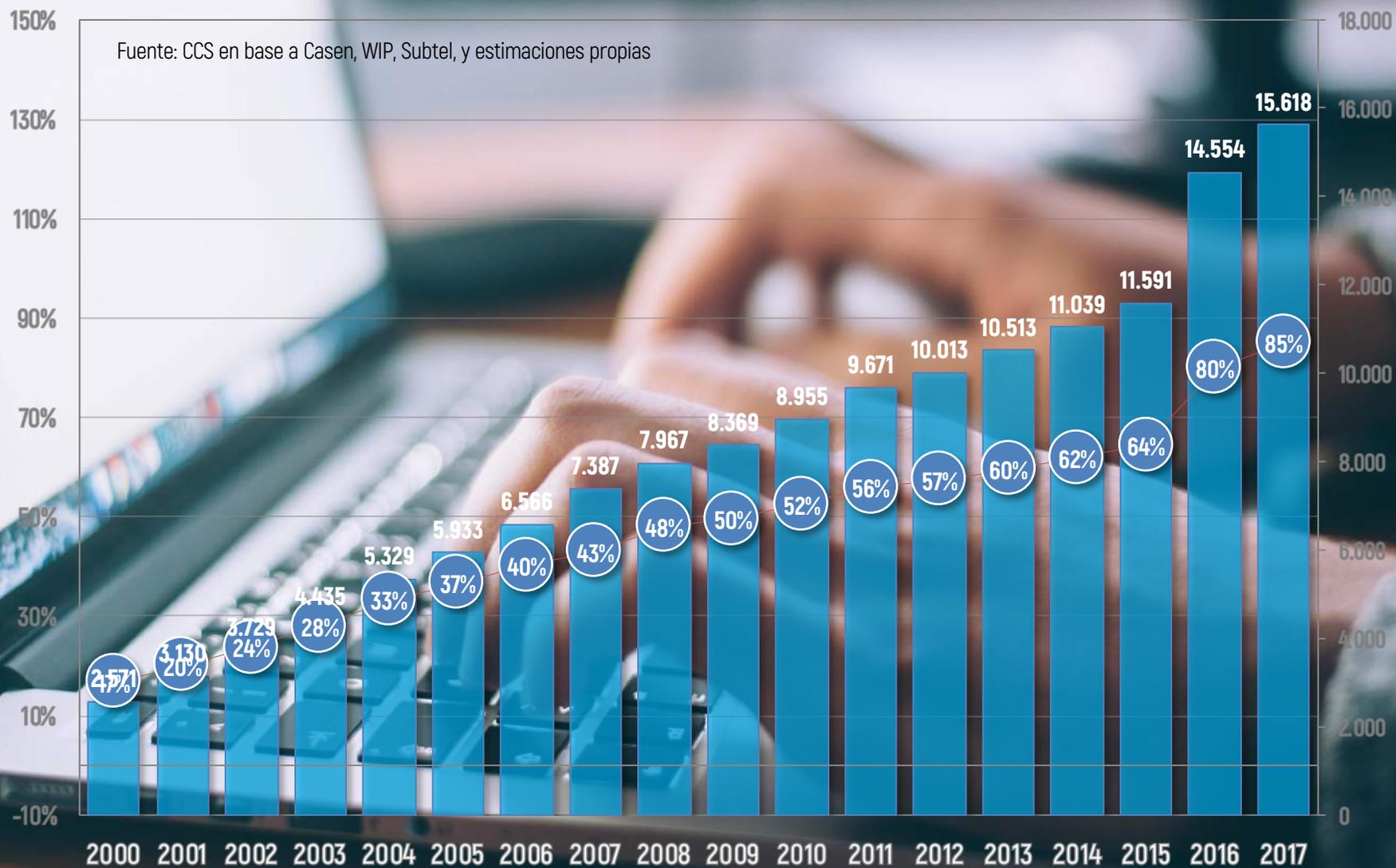


A top-down view of a dark wooden desk. In the upper right, there is a vintage-style camera with a lens. Below it, a pair of black-rimmed glasses lies on the surface. At the bottom, the top edge of a laptop is visible. The entire scene is framed by a thick, bright blue border.

TENDENCIAS DEL COMERCIO ELECTRÓNICO EN CHILE

CENTRO ECONOMÍA DIGITAL CCS
[@georgelever](#)

Usuarios de Internet (miles) y penetración sobre la población

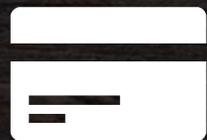


eCOMMERCE EN CHILE 2018



16,7

MILLONES DE
USUARIOS
90% DE LA POBLACIÓN



6,4

MILLONES DE
CONSUMIDORES
ONLINE



5.200

MMUS\$ EN VENTAS
6% DEL RETAIL

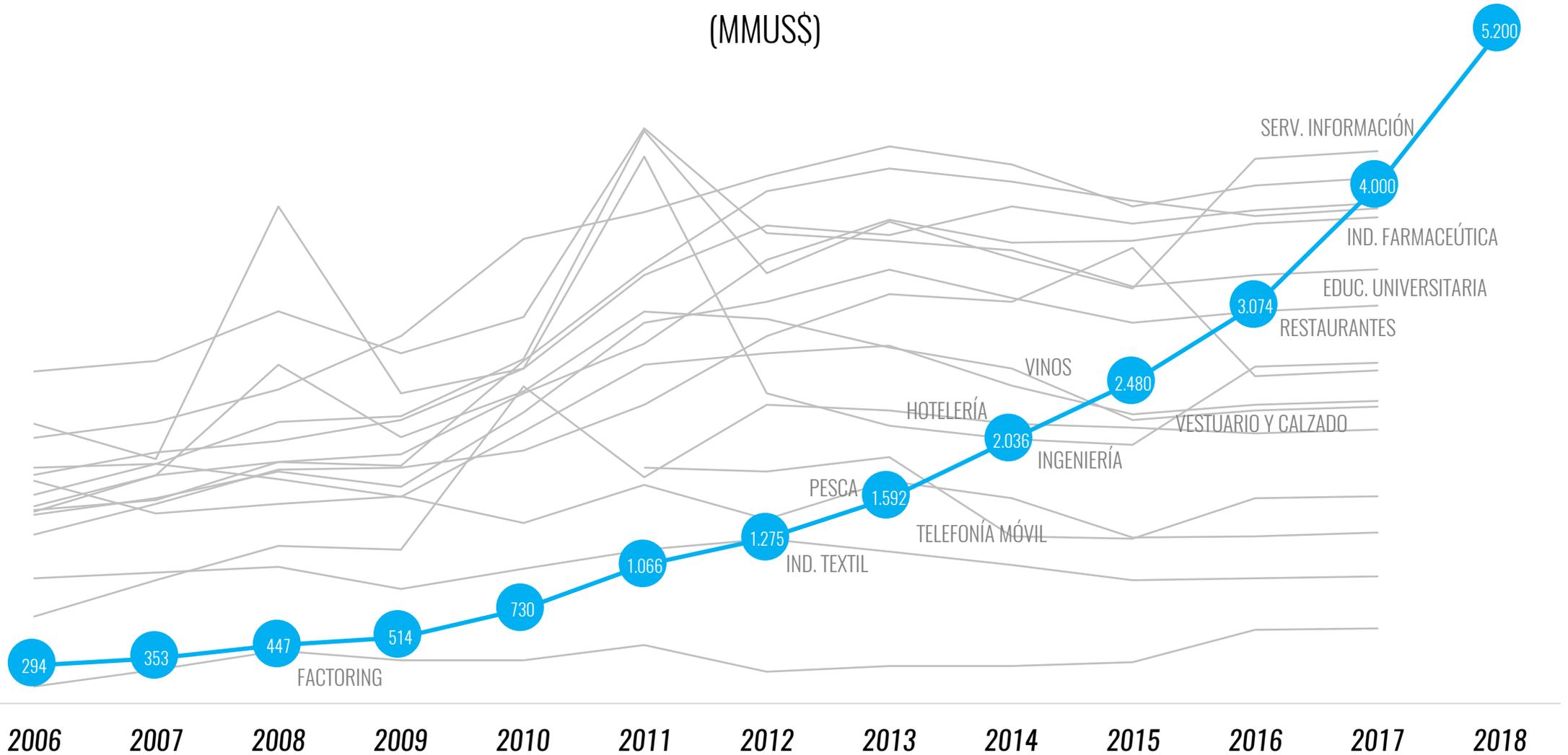


20%

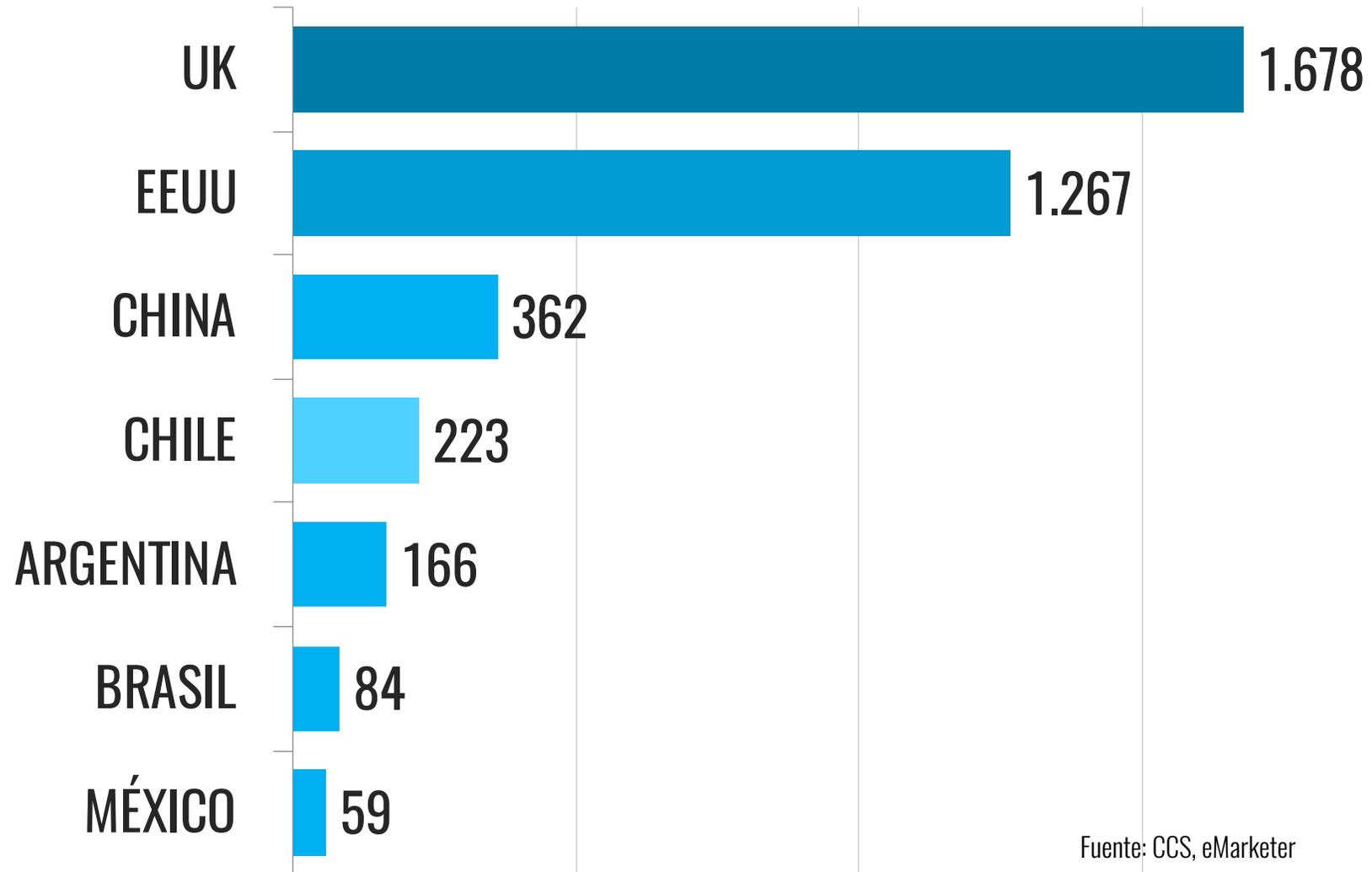
VENTAS A TRAVÉS DE
MÓVILES

eCommerce B2C en Chile

(MMUS\$)



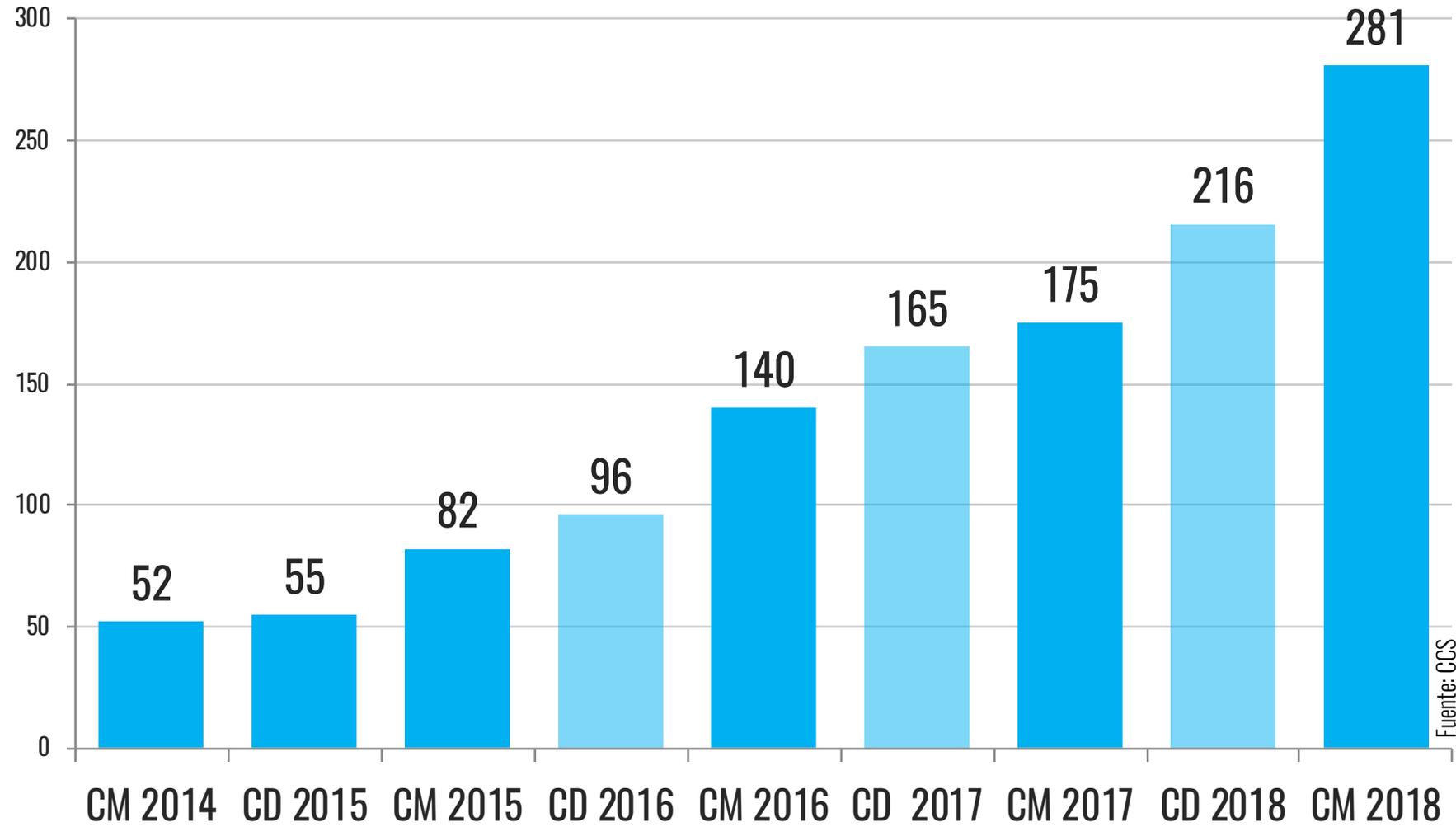
VENTAS eCOMMERCE POR HABITANTE (US\$)



Fuente: CCS, eMarketer

NÚMERO DE SITIOS PARTICIPANTES

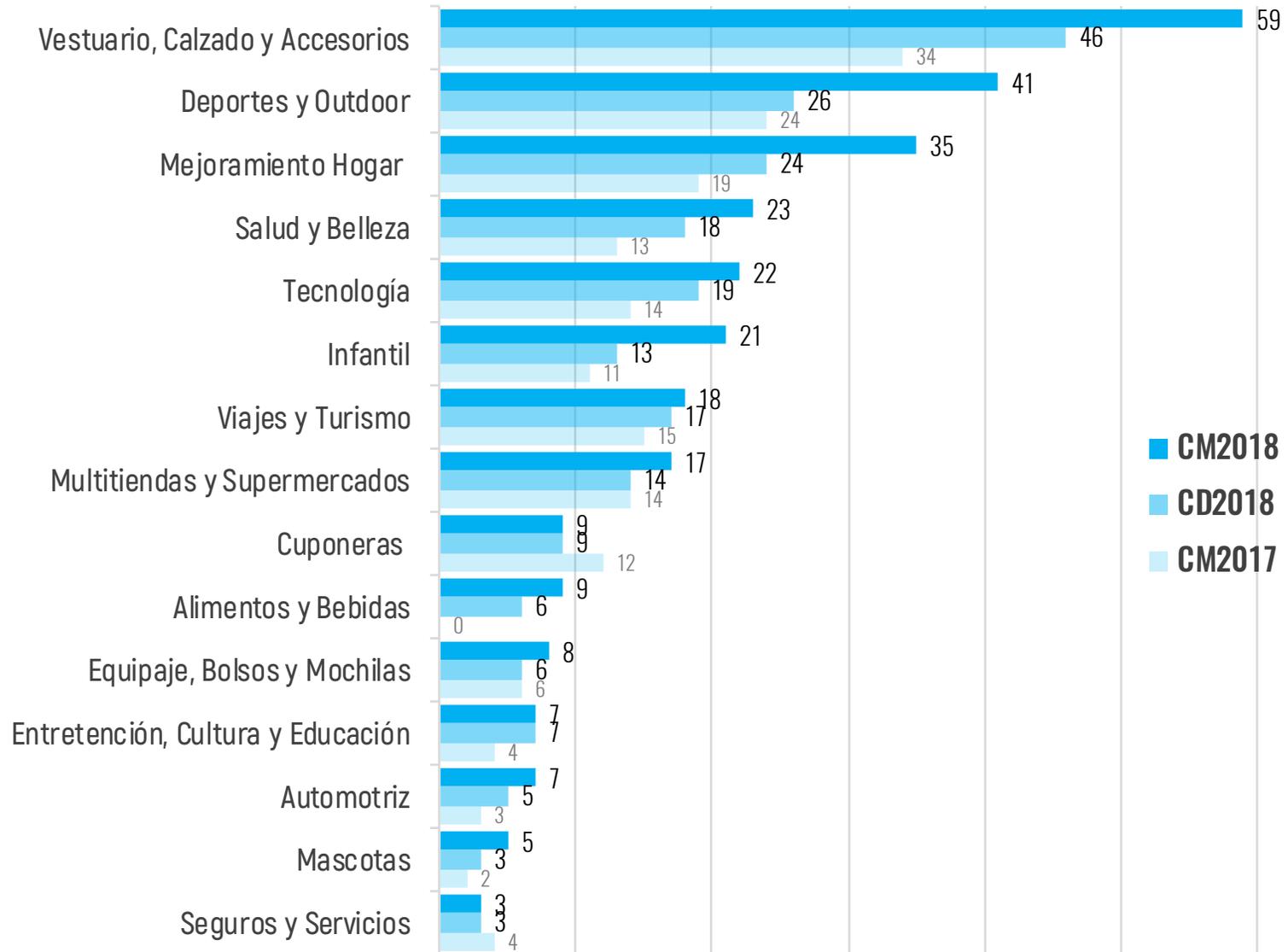
(CD: CyberDay; CM: CyberMonday)



Fuente: CCS

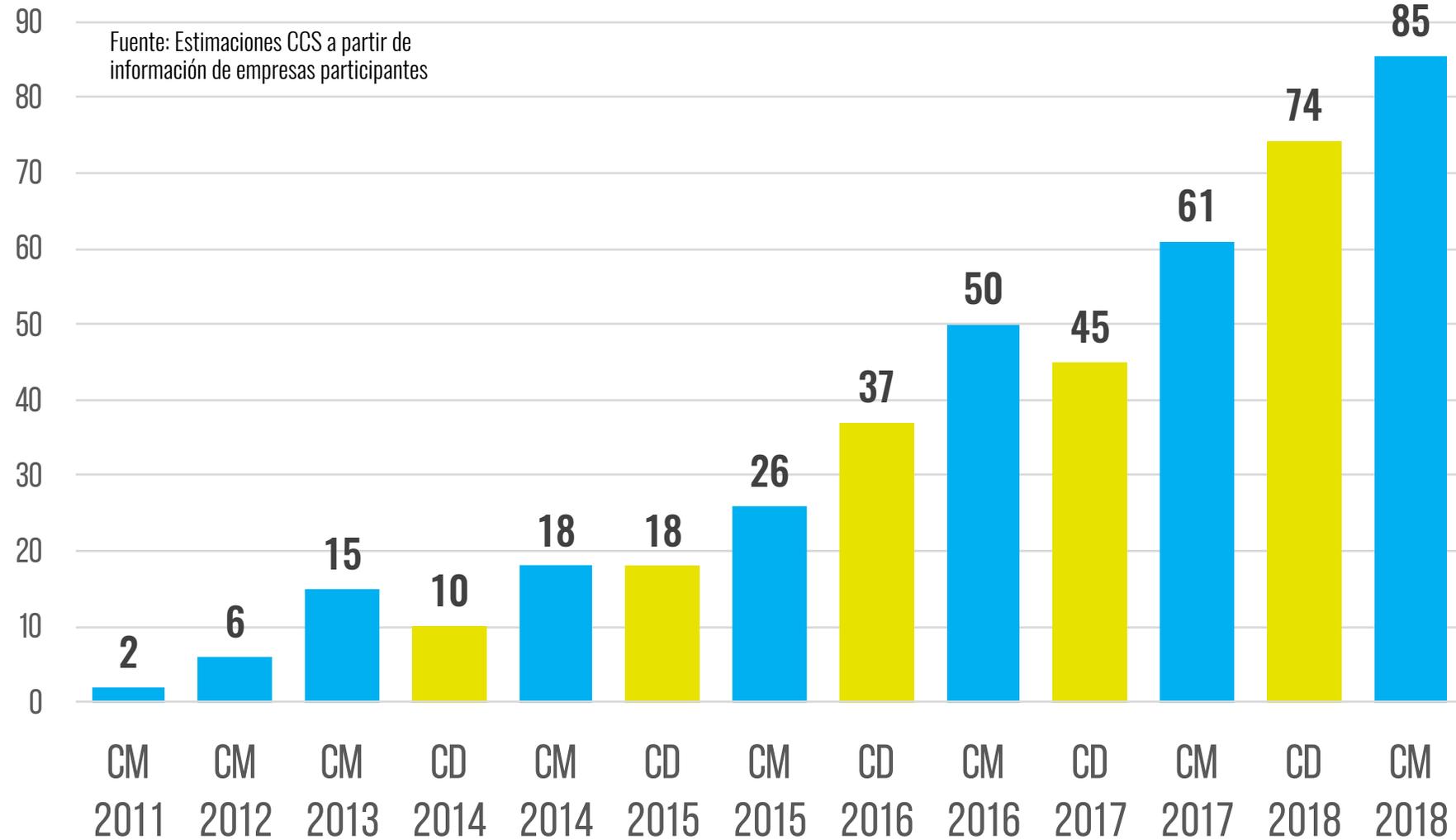
PARTICIPANTES POR CATEGORÍA

Fuente: CCS



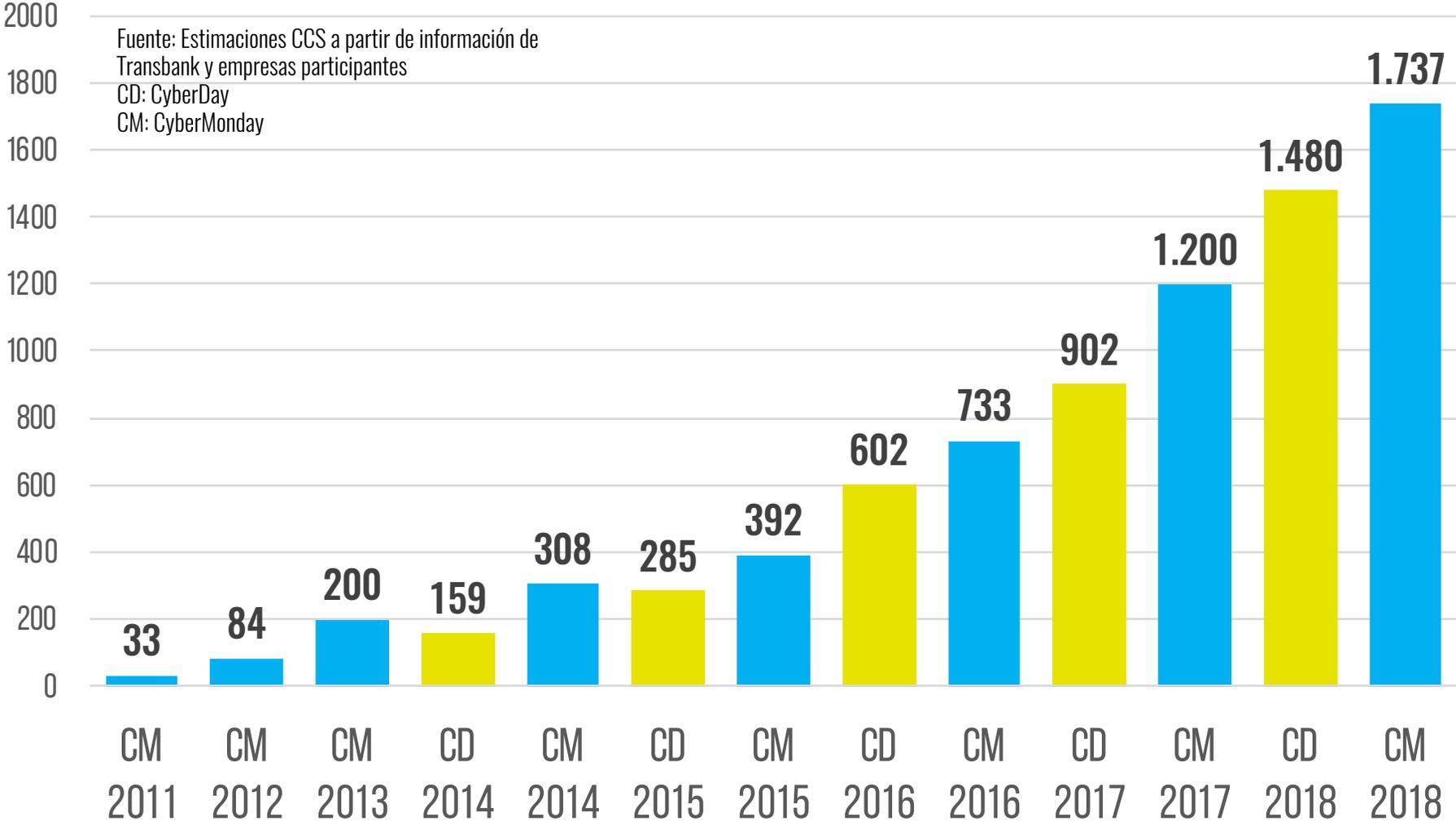
VISITAS A EVENTOS CYBER

EN MILLONES (preliminar)



Nº DE TRANSACCIONES EVENTOS CYBER

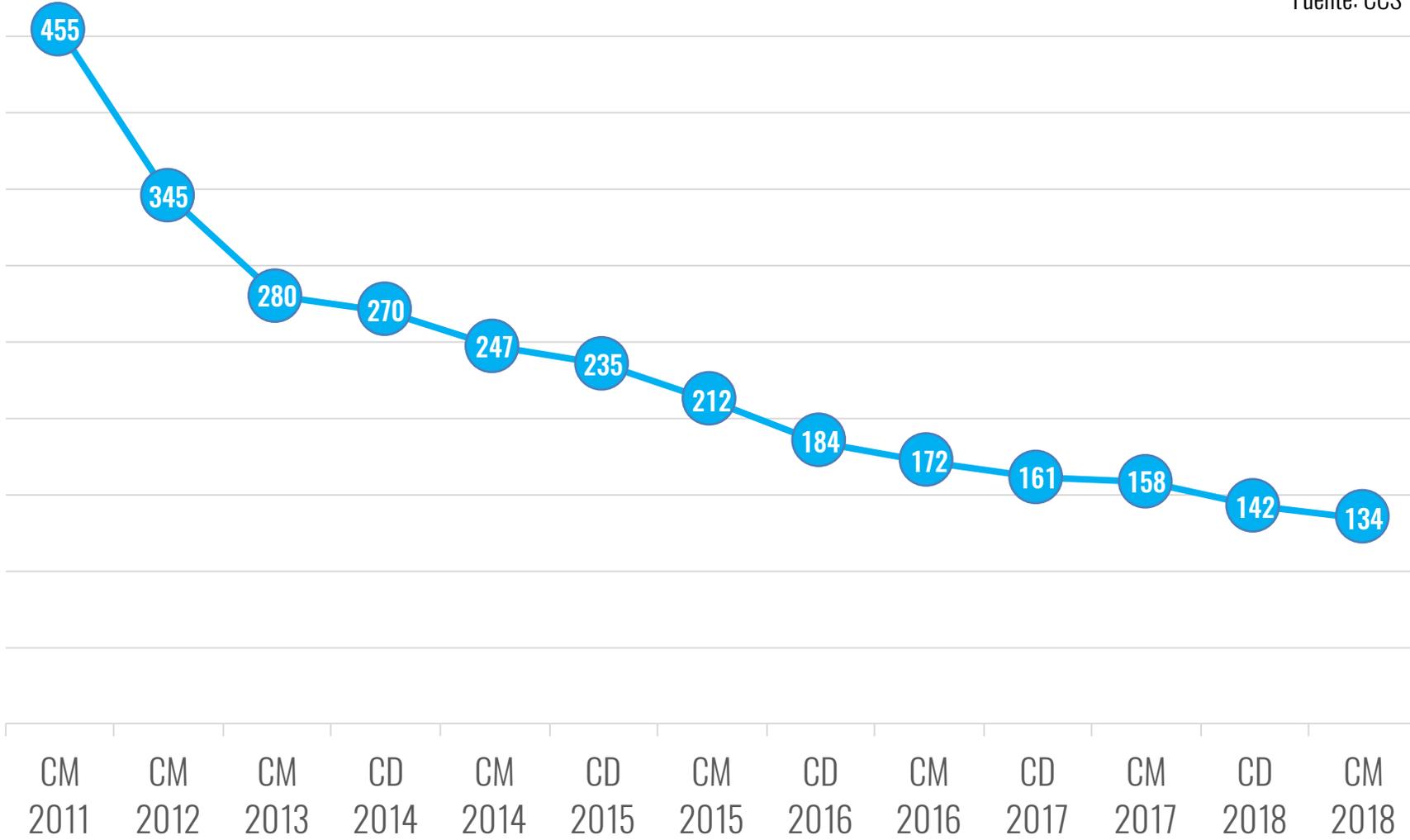
EN MILES (preliminar)



TICKET PROMEDIO EVENTOS CYBER

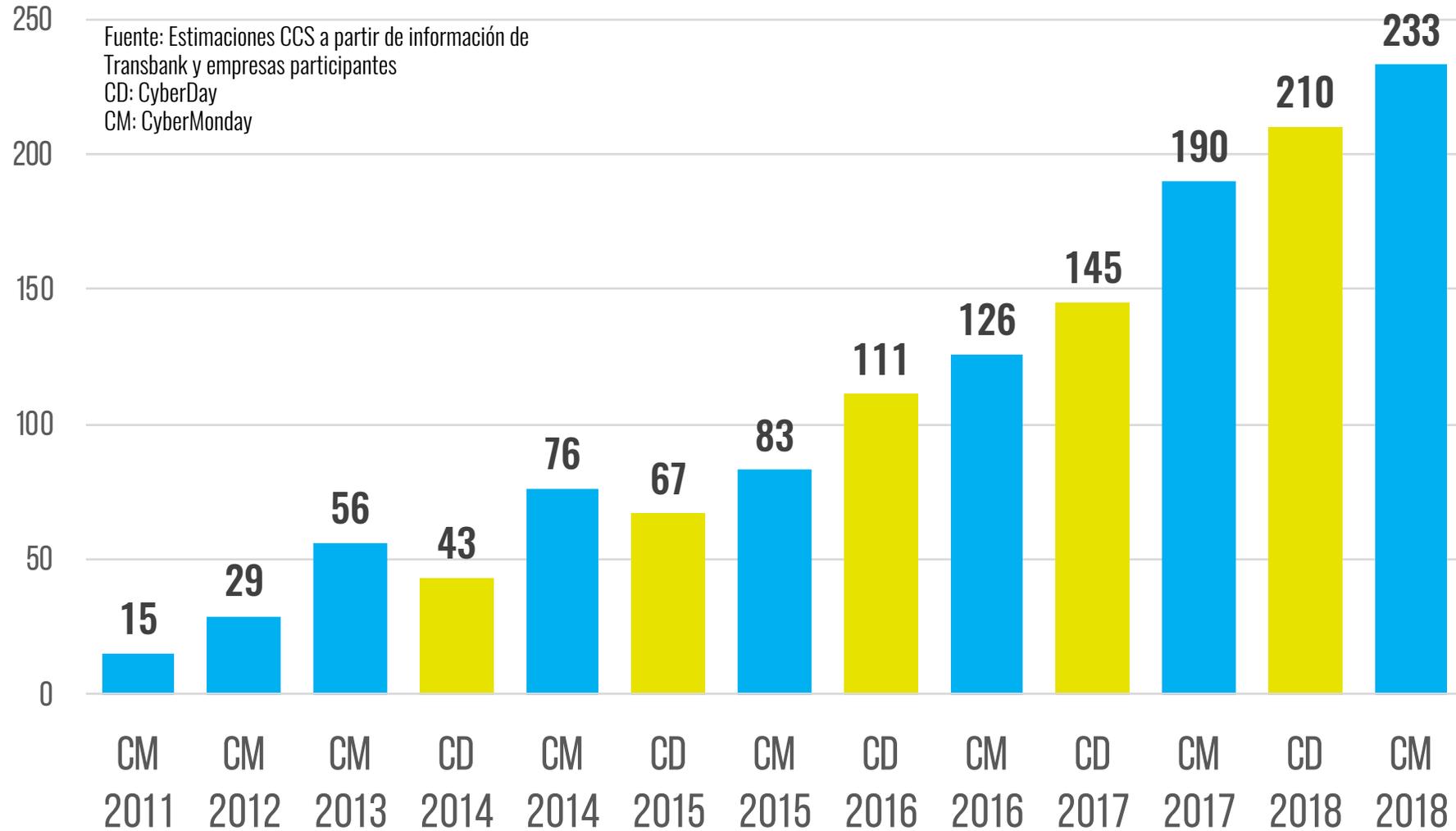
US\$

Fuente: CCS

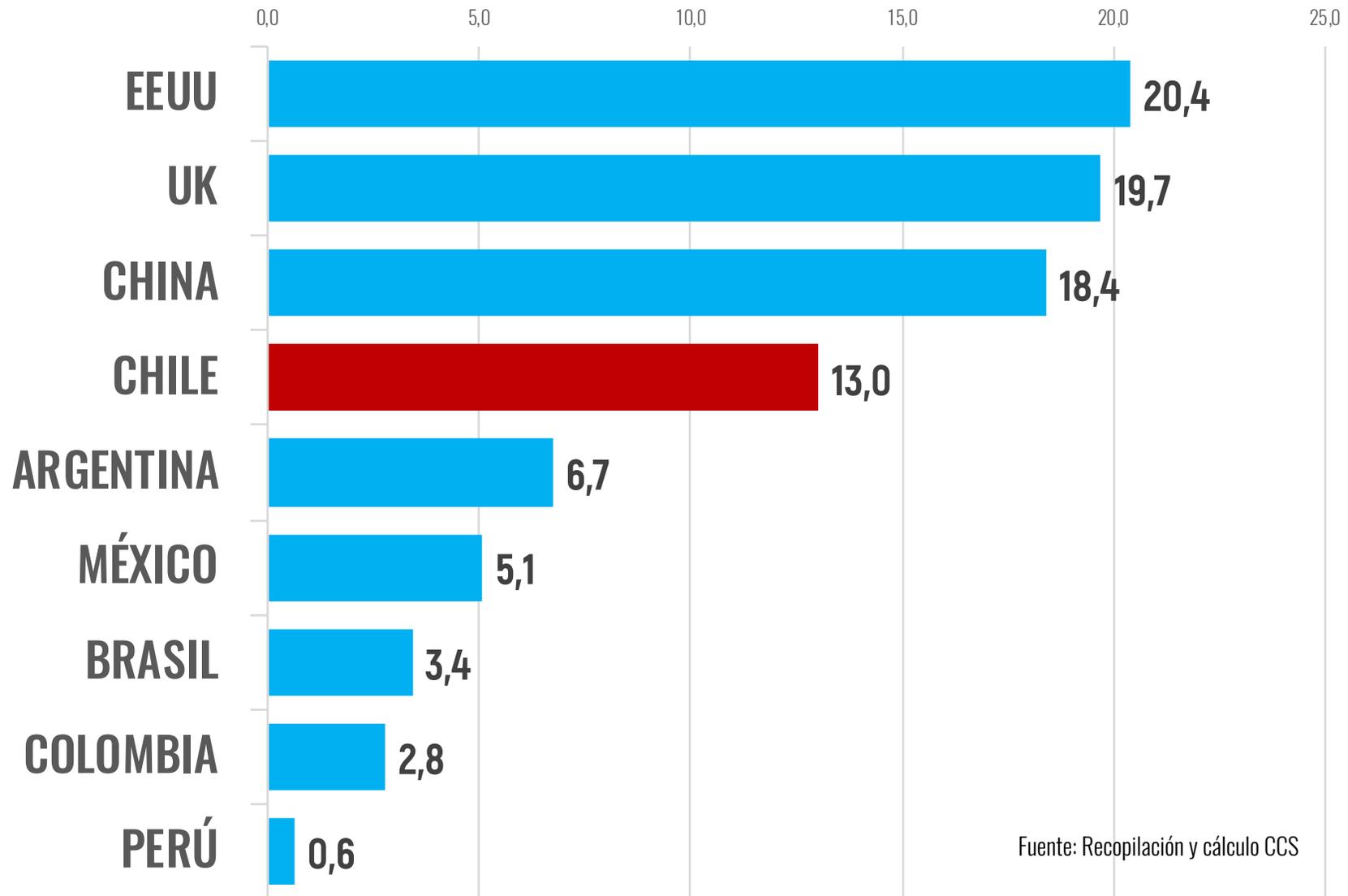


VENTAS HISTÓRICAS EVENTOS CYBER

EN MMUS\$ (preliminar)



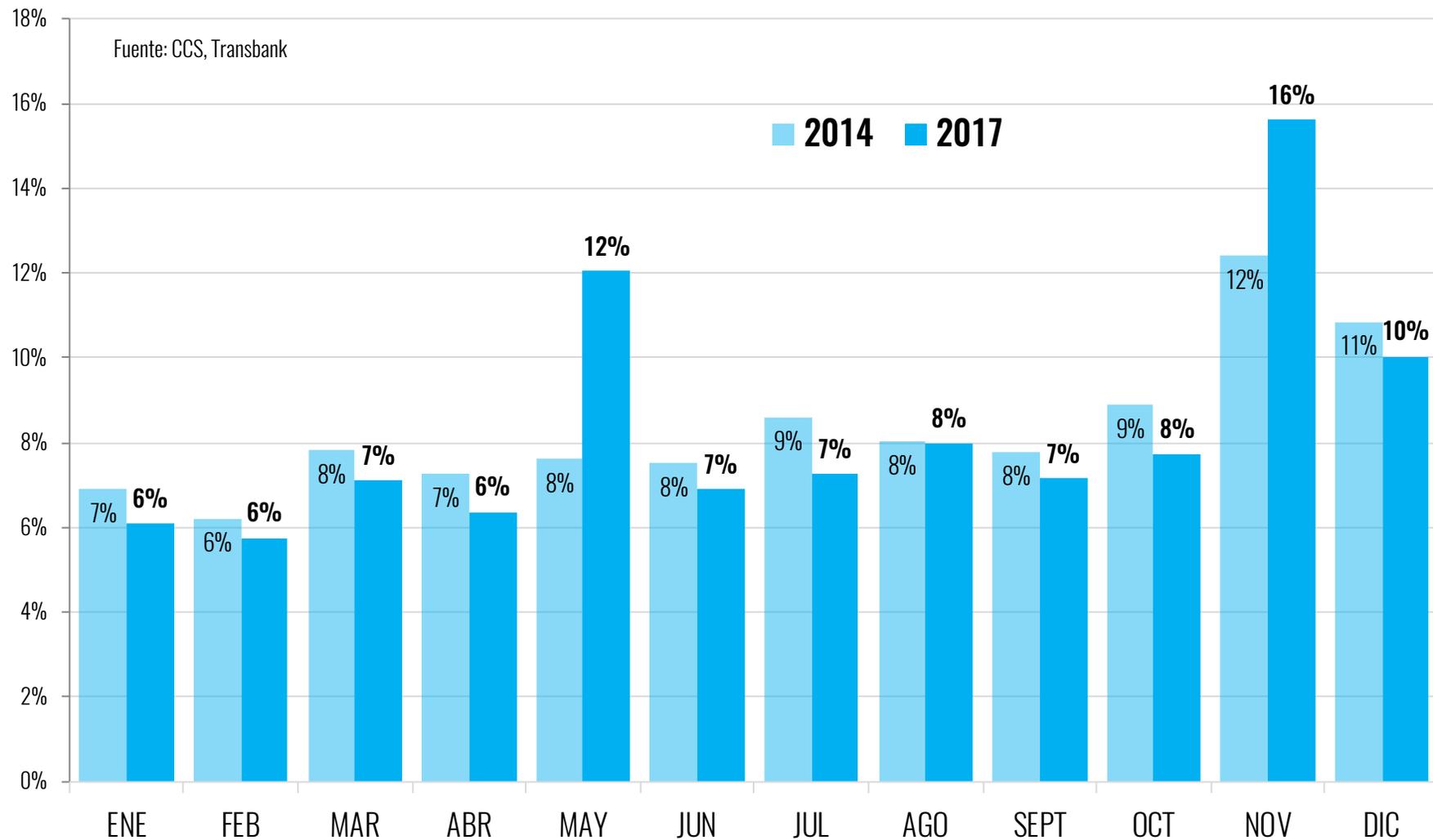
VENTAS PER CAPITA EVENTOS CYBER



Fuente: Recopilación y cálculo CCS

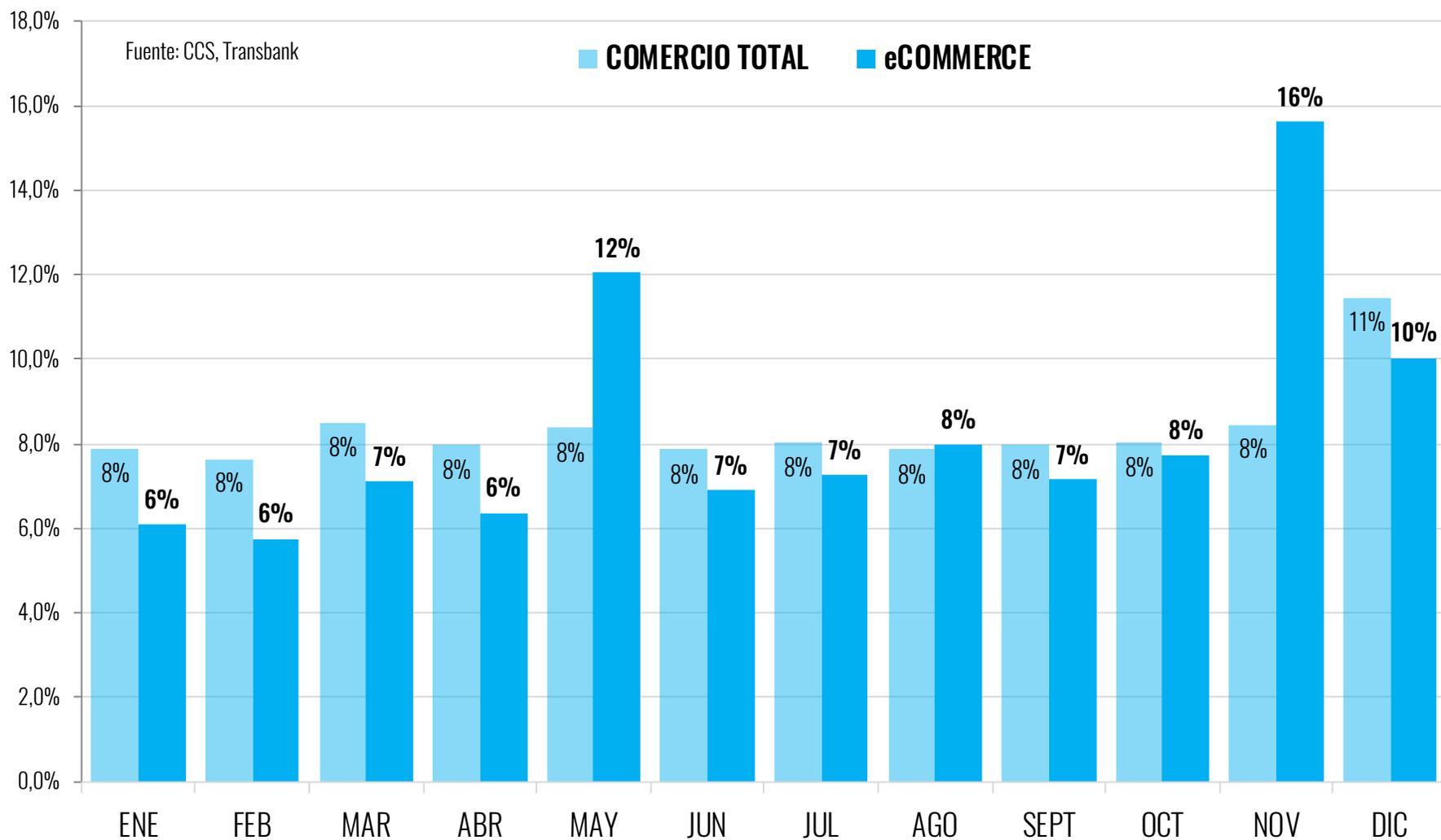
ESTRUCTURA VENTAS ANUALES DEL eCOMMERCE

2014 VS 2017

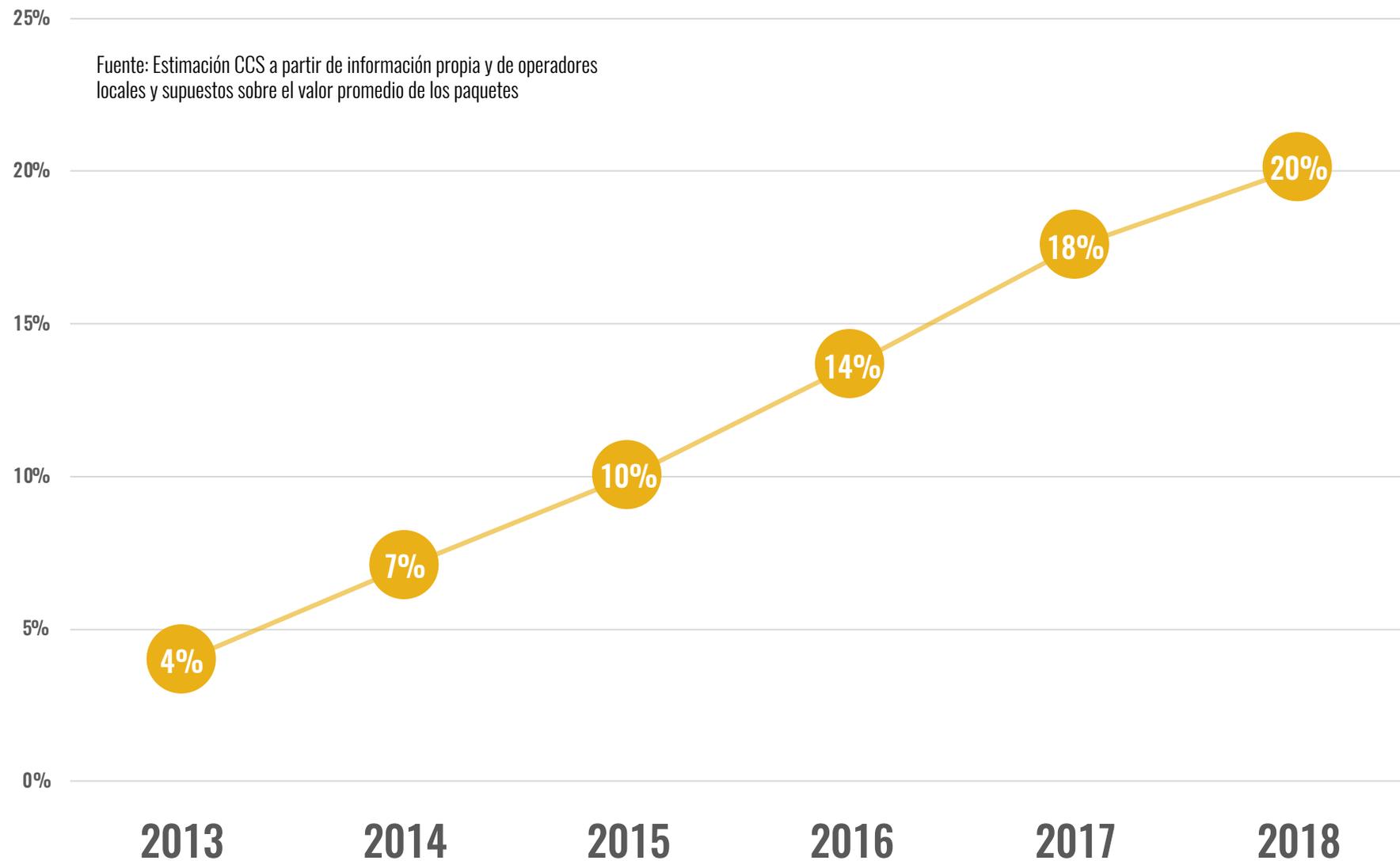


ESTRUCTURA VENTAS ANUALES DEL COMERCIO

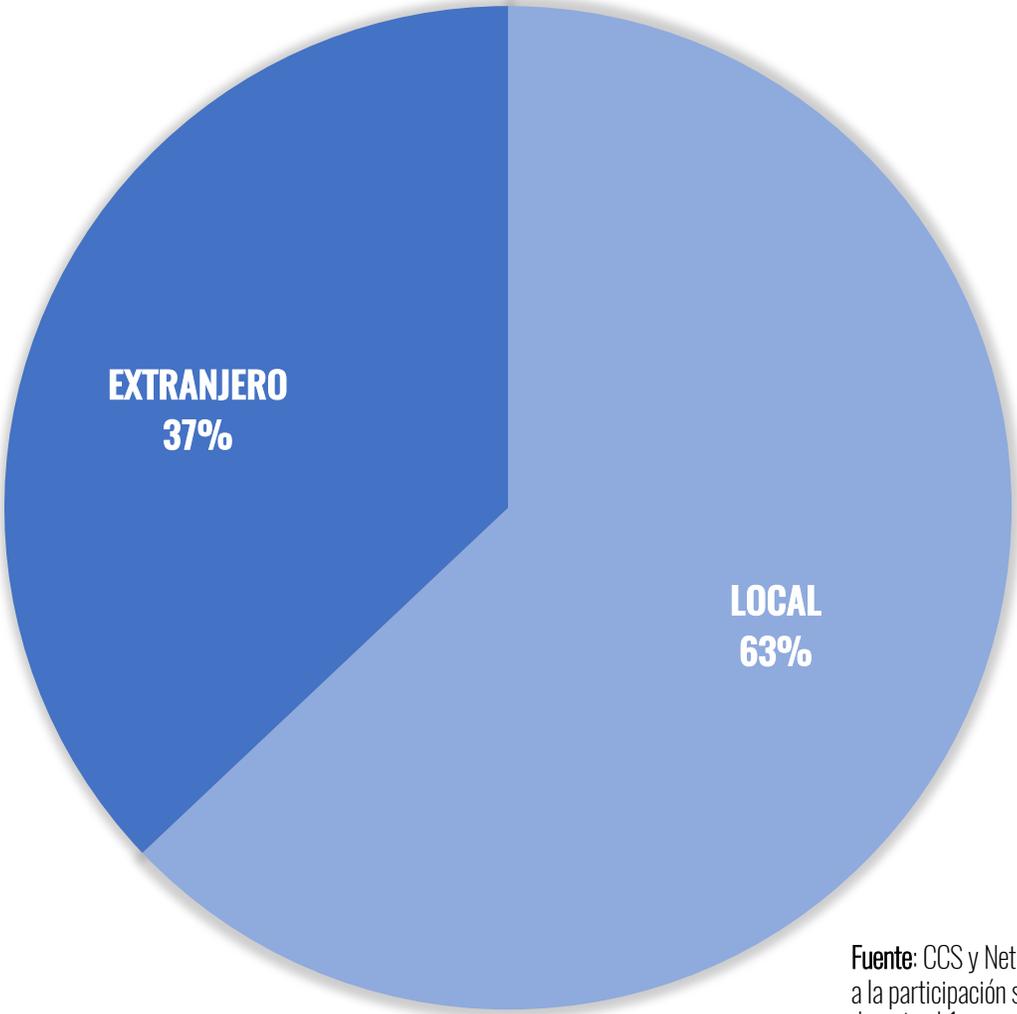
COMERCIO TOTAL VS eCOMMERCE



CHILE: COMPRAS A SITIOS EXTRANJEROS COMO % DEL eCOMMERCE TOTAL

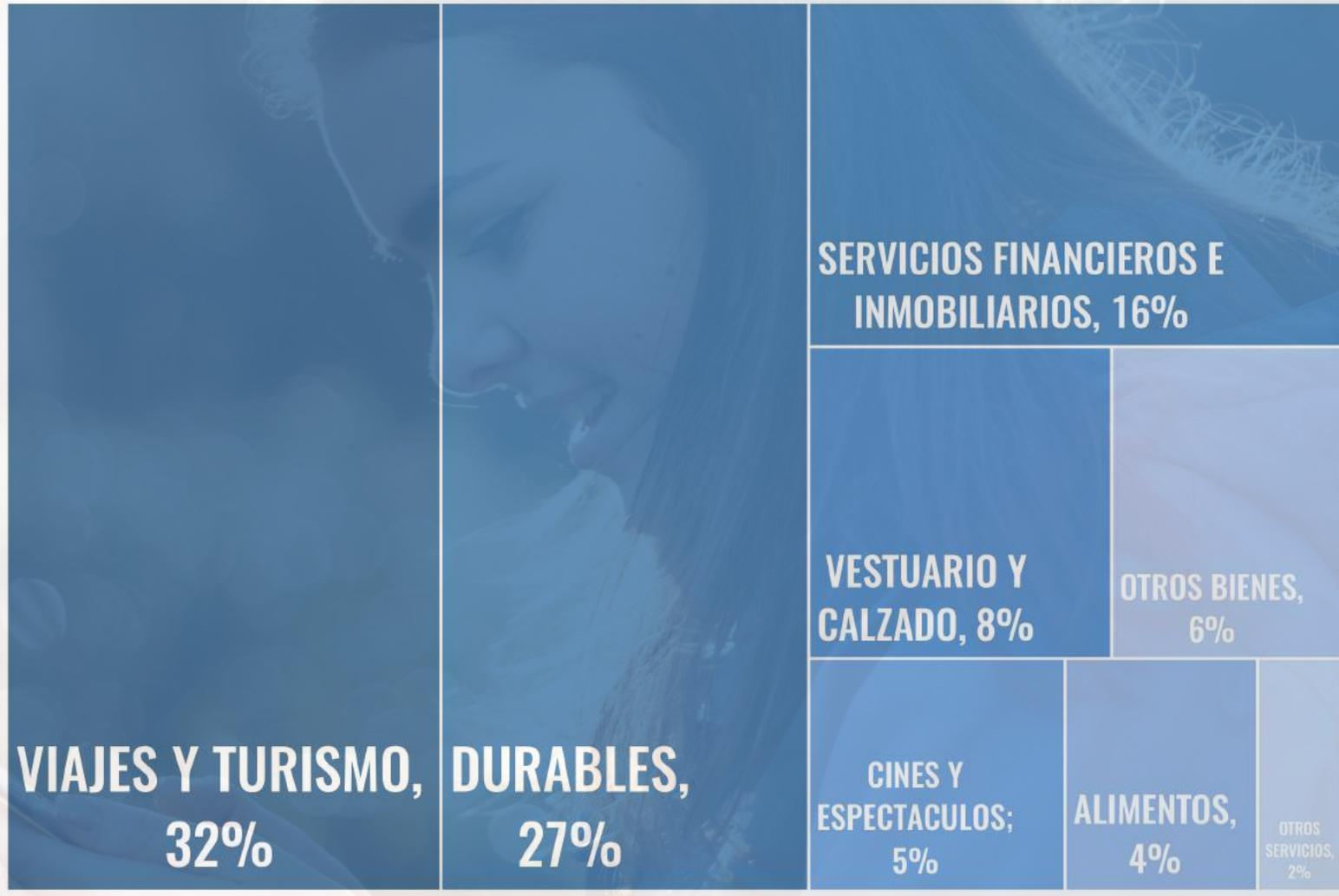


COMO % DEL NÚMERO DE TRANSACCIONES

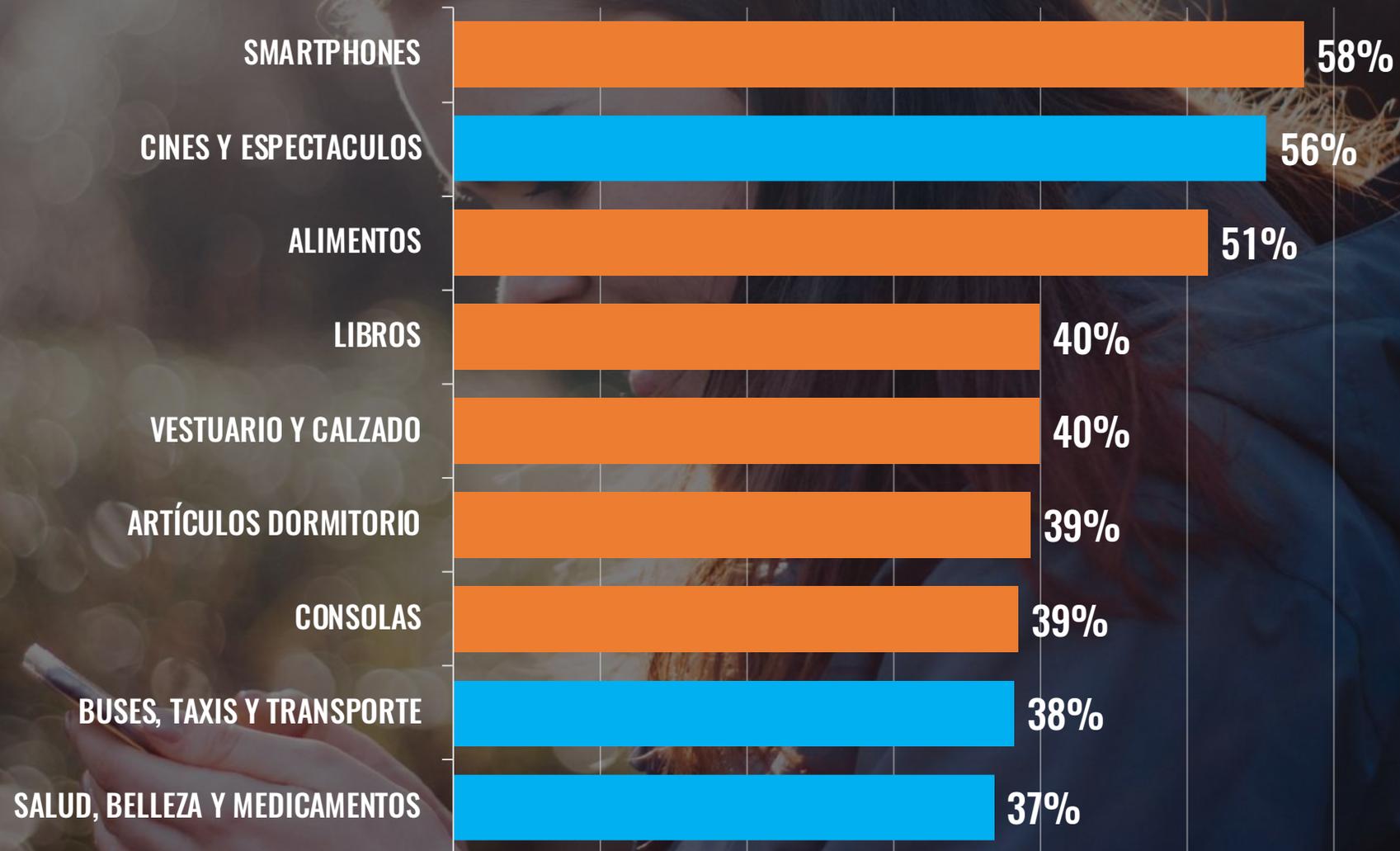


Fuente: CCS y Netrica de Netquest, corresponde a la participación según total de transacciones durante el 1er semestre de 2017

COMPOSICIÓN DE LAS VENTAS B2C CHILE 2017

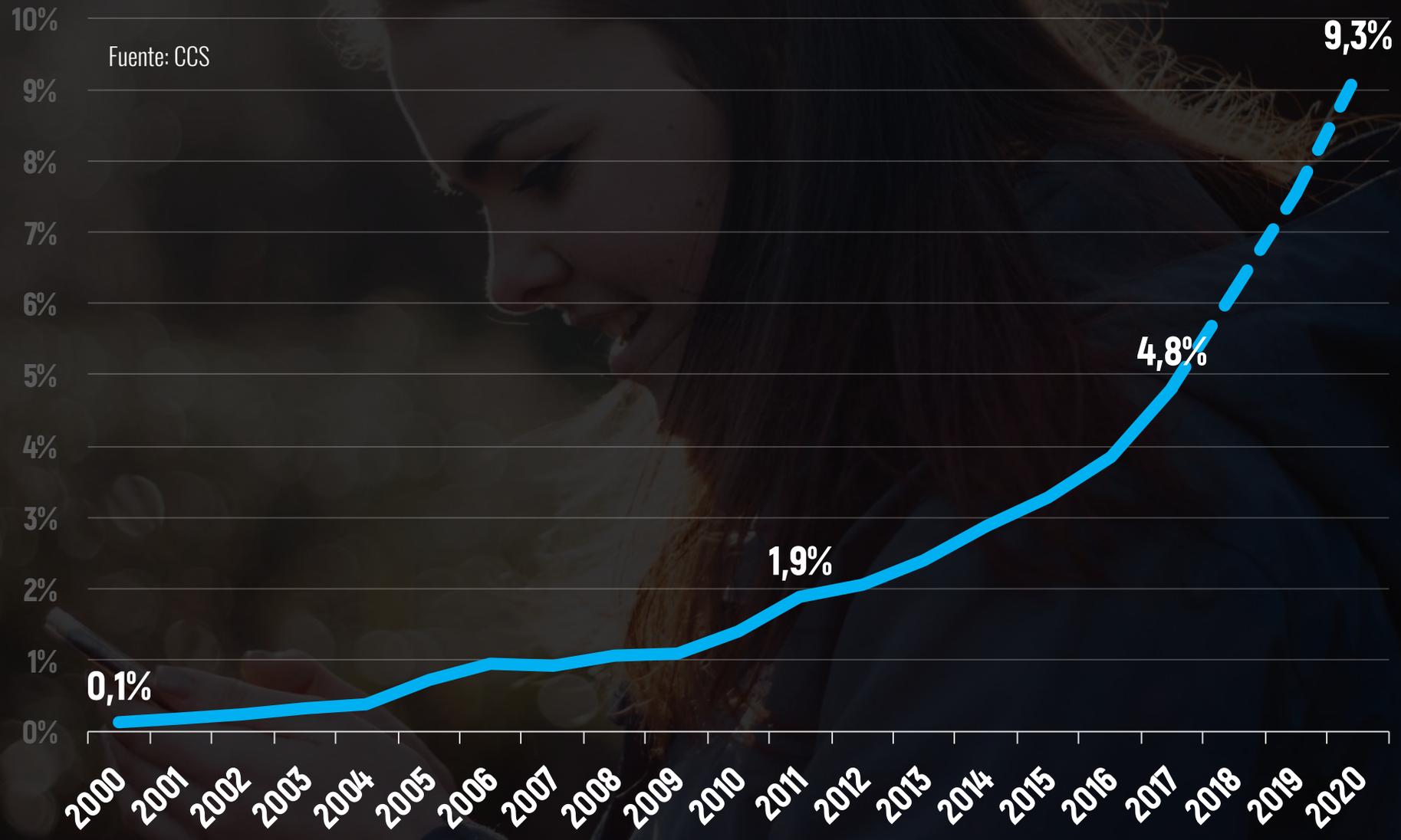


ALGUNAS ÁREAS DE ALTO CRECIMIENTO (2017)

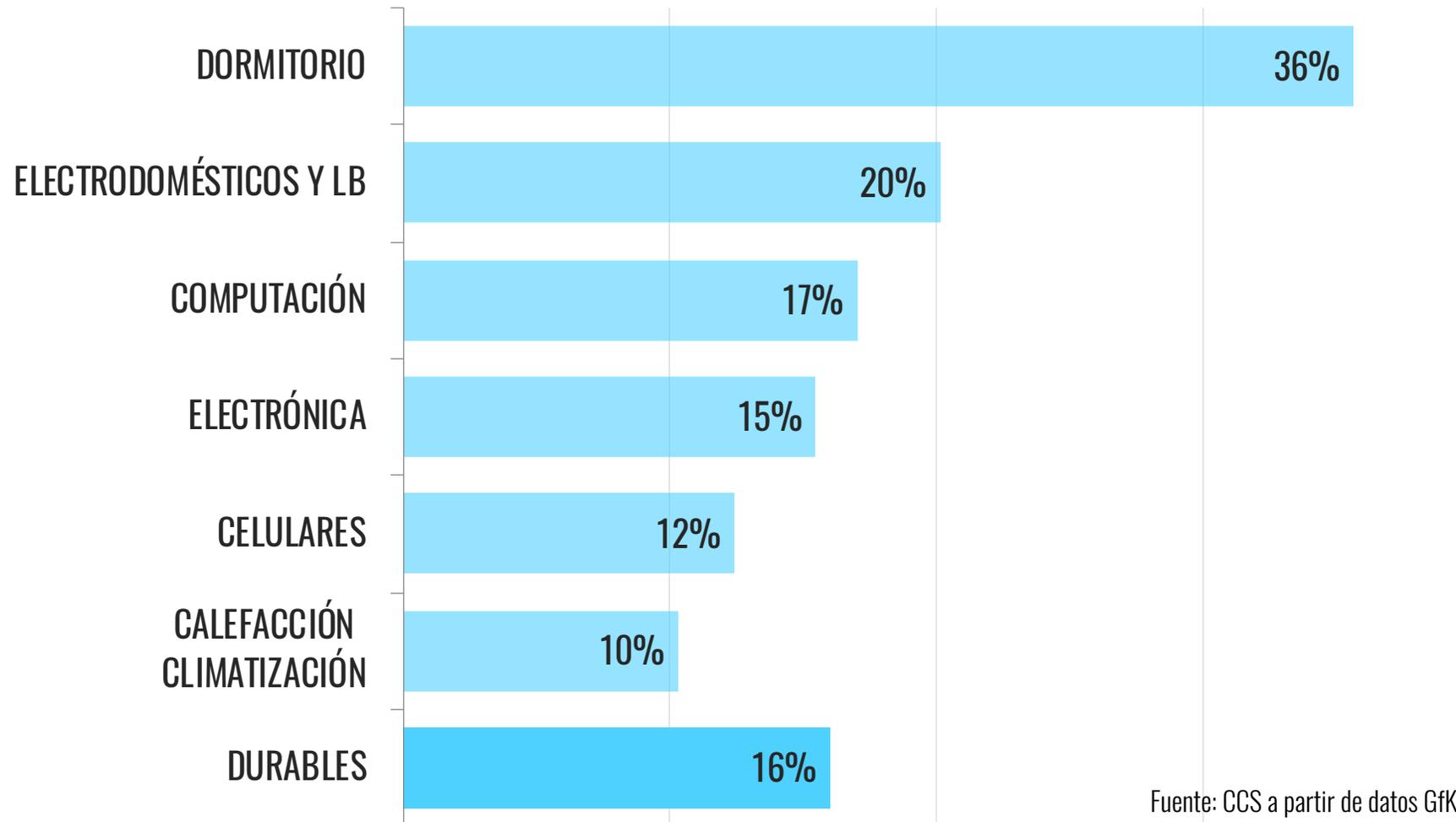


Fuente: CCS, Transbank, GfK

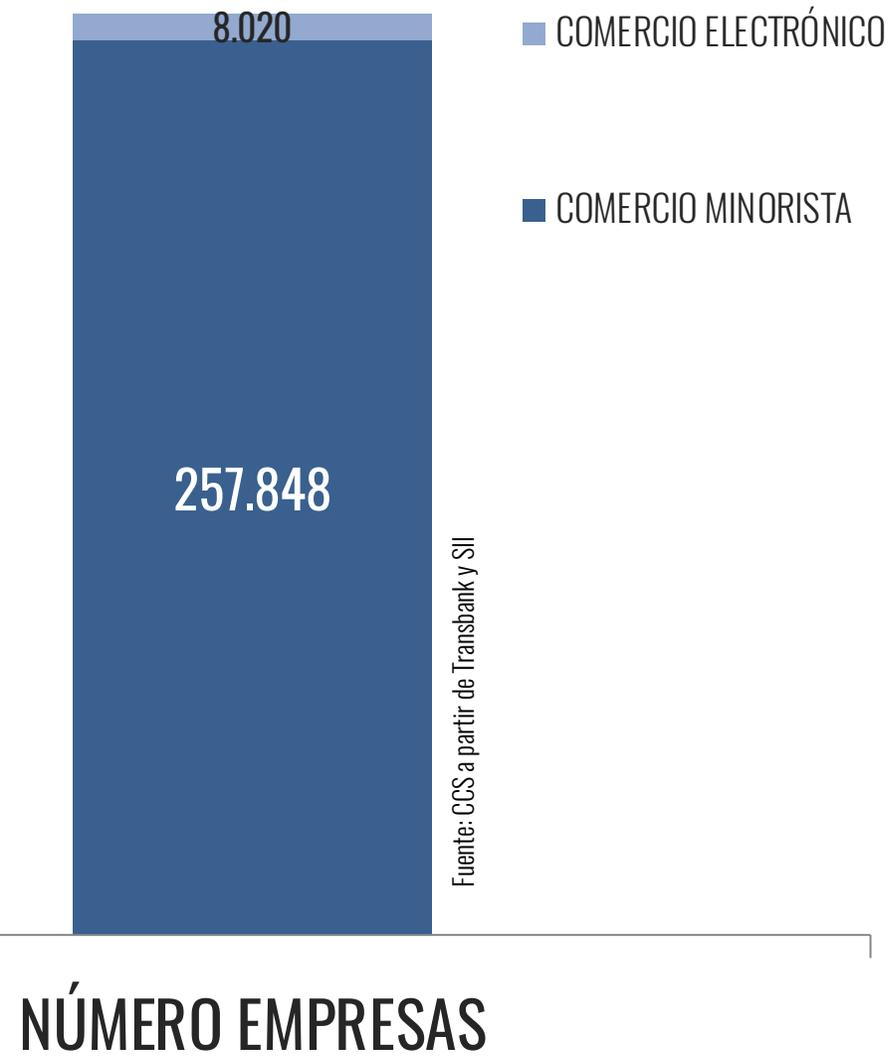
CHILE: Penetración B2C sobre Retail Total



PARTICIPACIÓN DE INTERNET EN VENTAS DE DURABLES

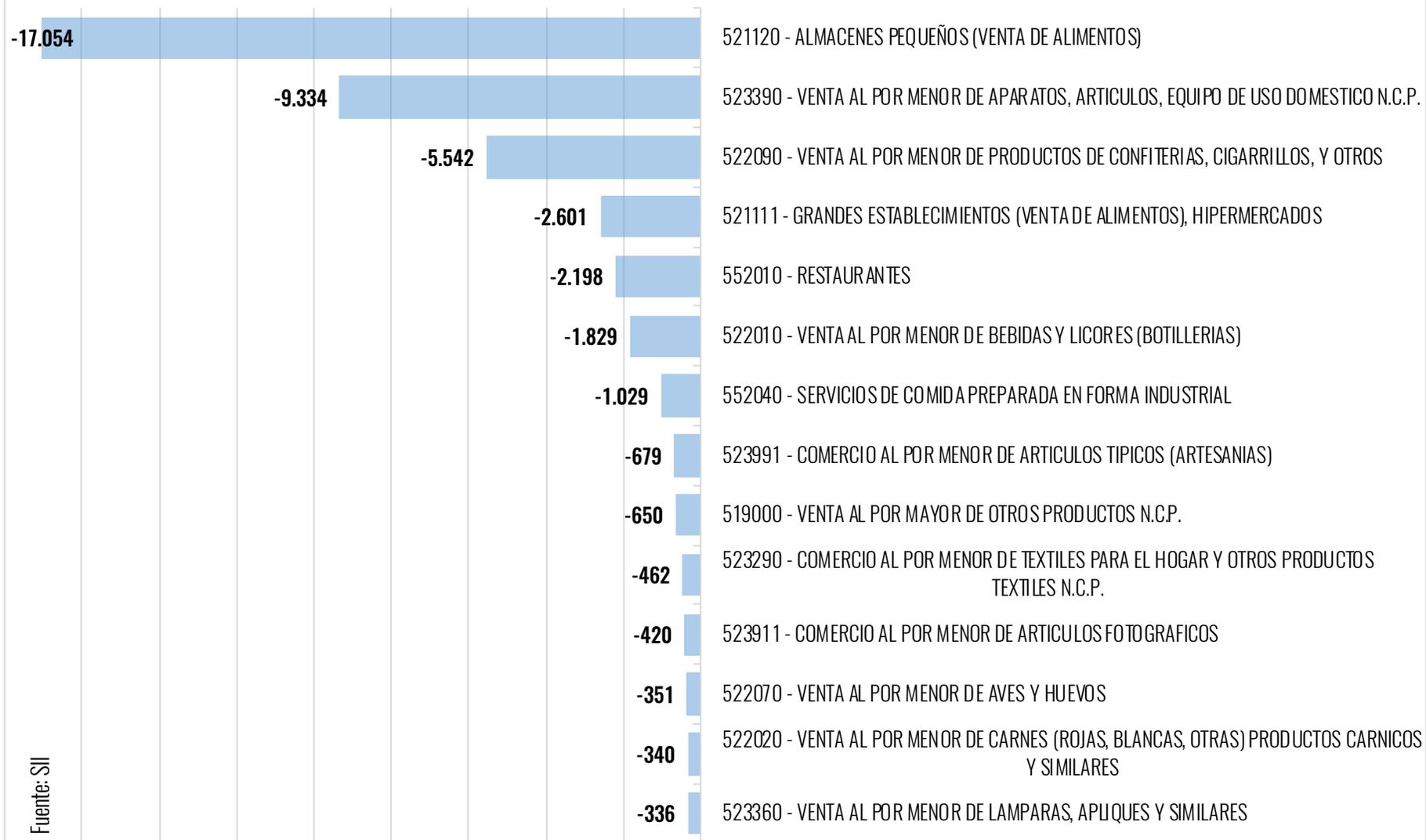


Fuente: CCS a partir de datos GfK



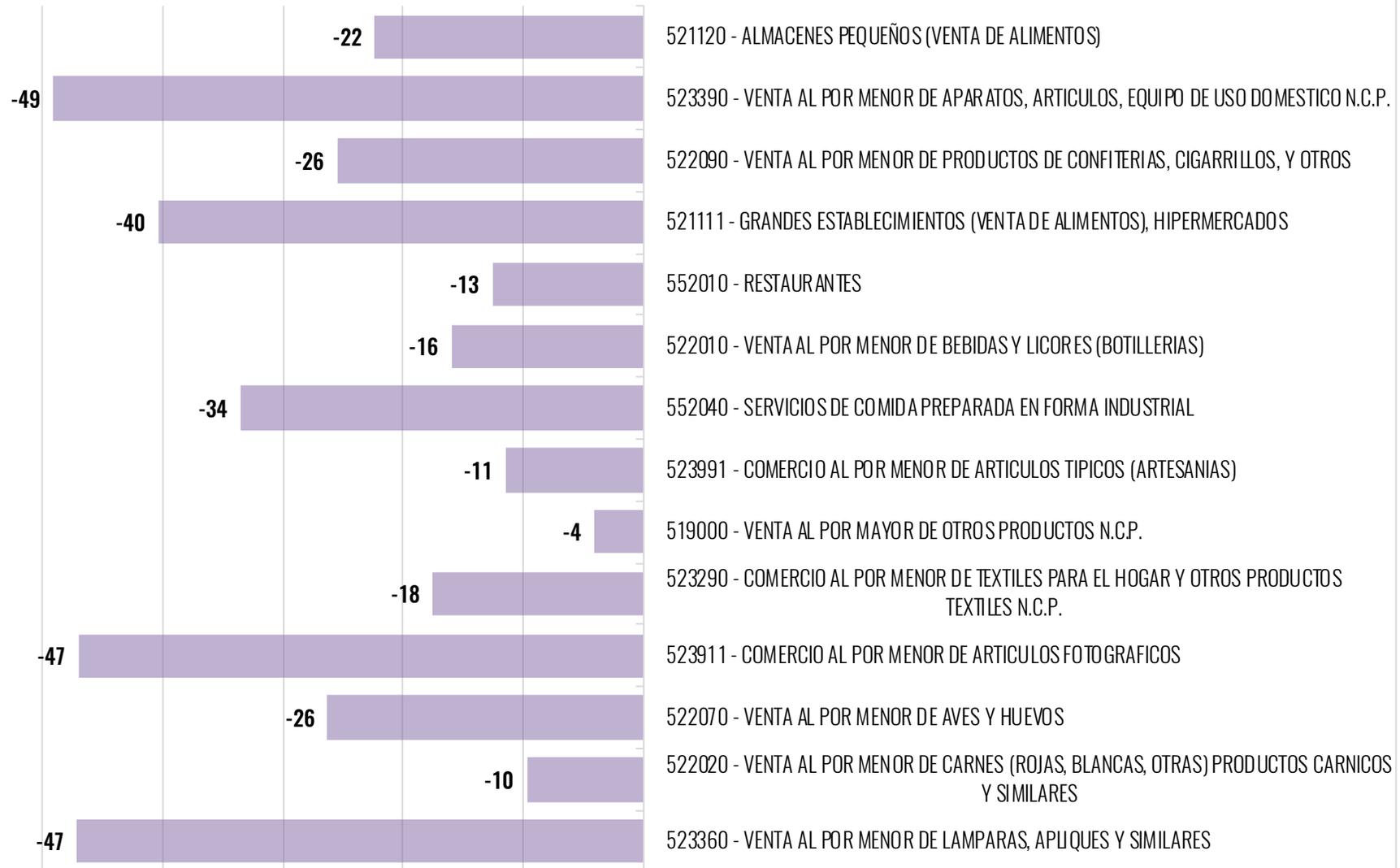
Fuente: CCS a partir de Transbank y SII.

Desaparición de empresas en el sector comercio en 10 años (2006-2016)



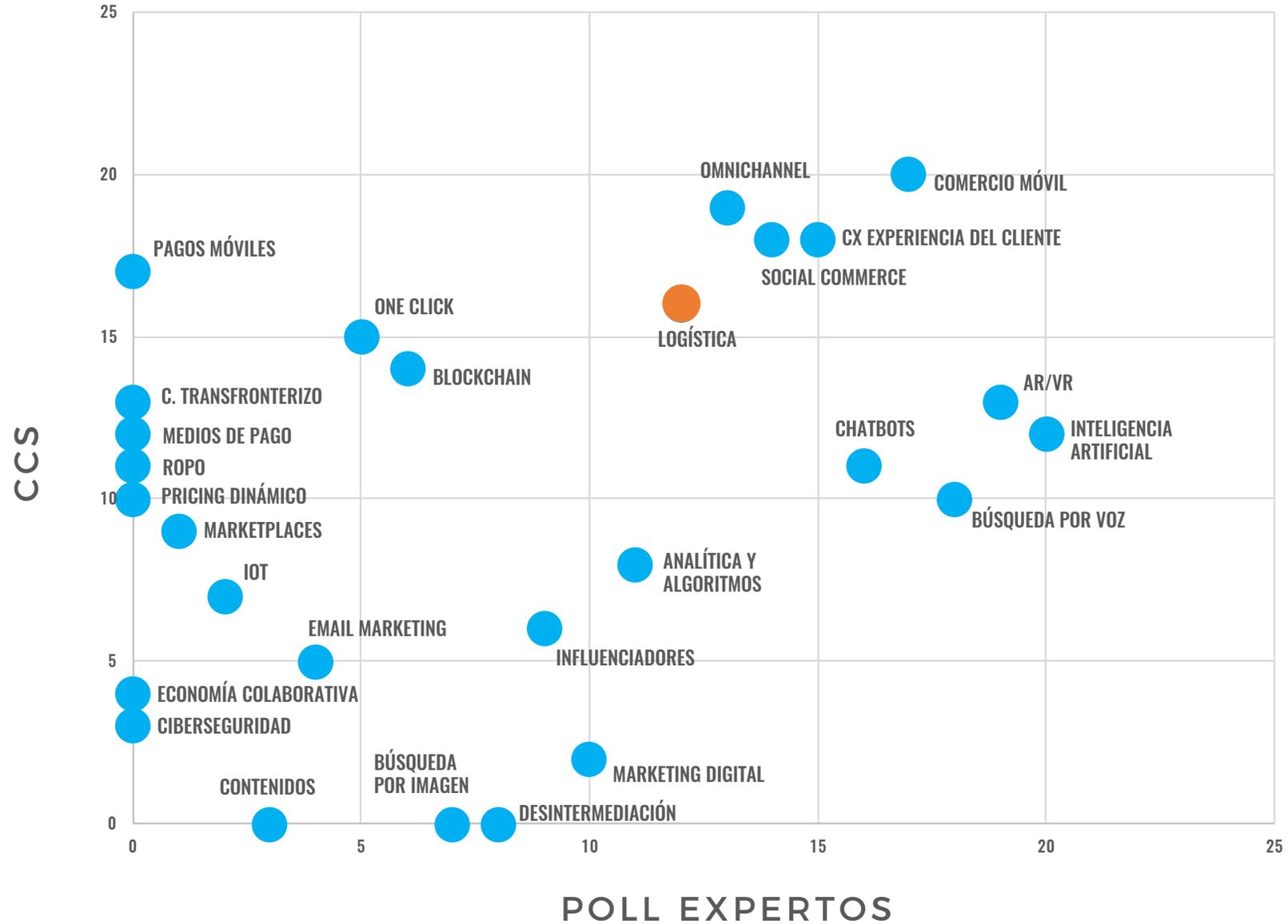
Fuente: SII

Variación % nro de empresas en el sector comercio en 10 años (2006-2016)



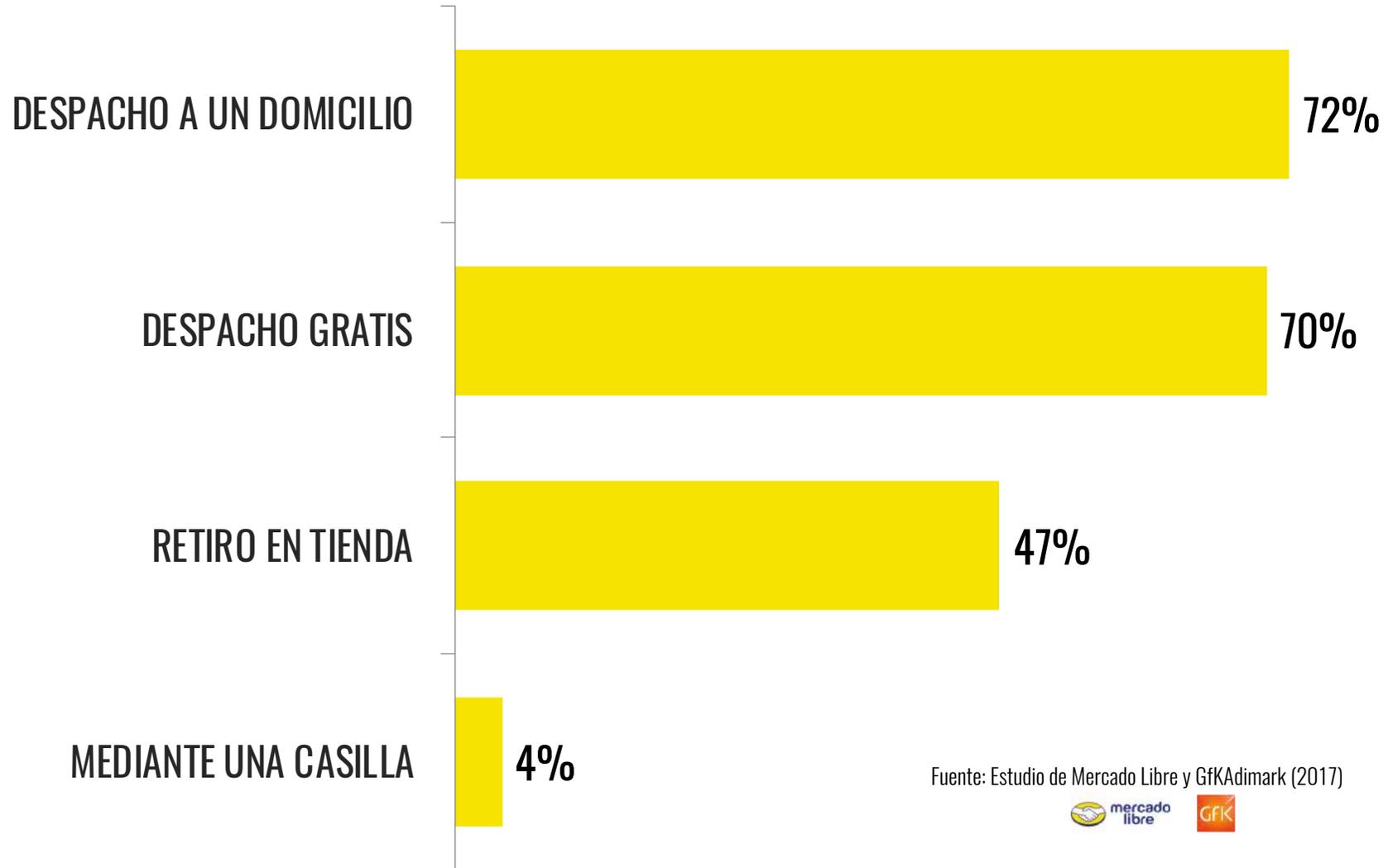
Fuente: SII

TENDENCIAS eCOMMERCE



SISTEMA DE DESPACHO UTILIZADO

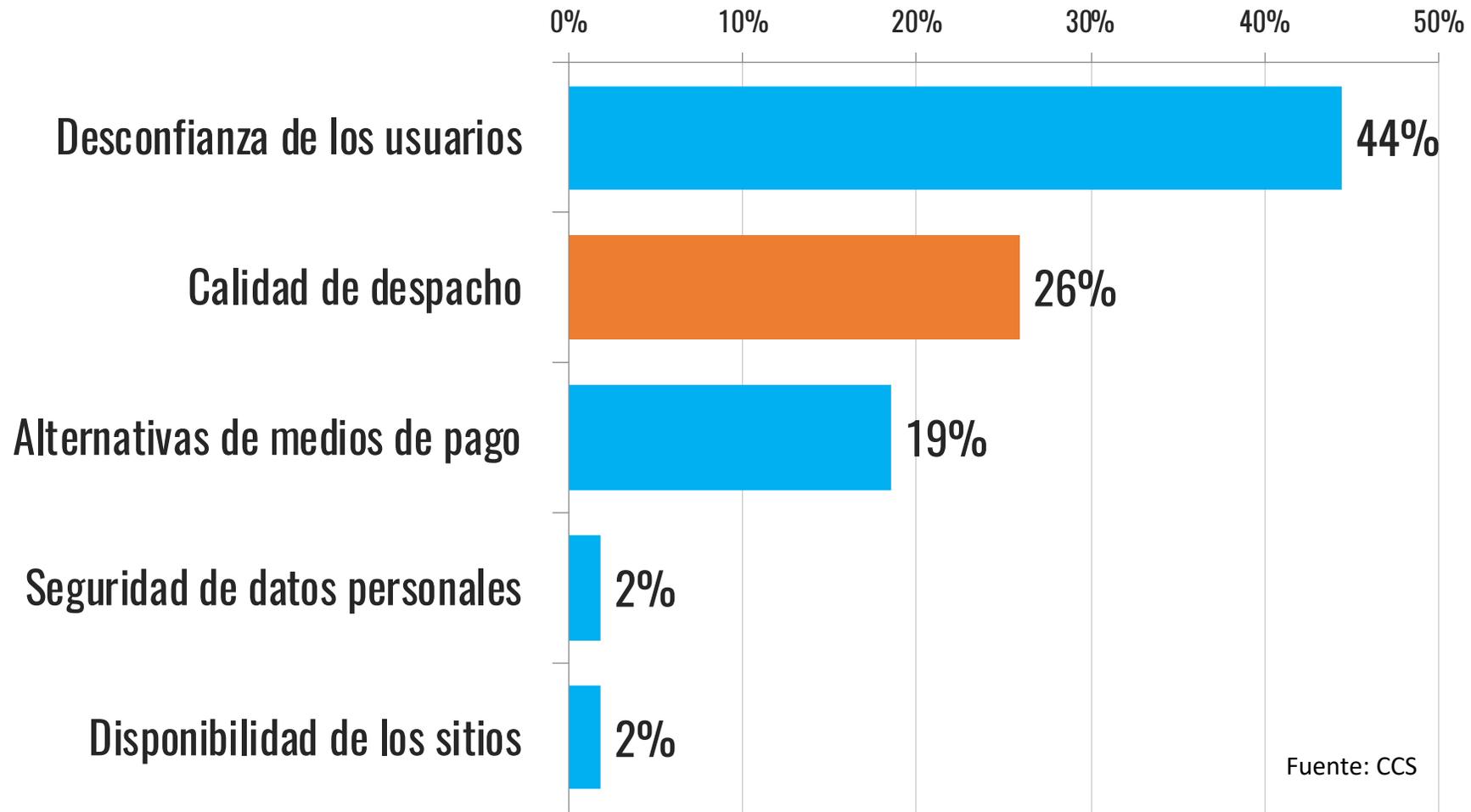
Personas que han comprado por Internet en los últimos 6 meses



Fuente: Estudio de Mercado Libre y GfKAdimark (2017)

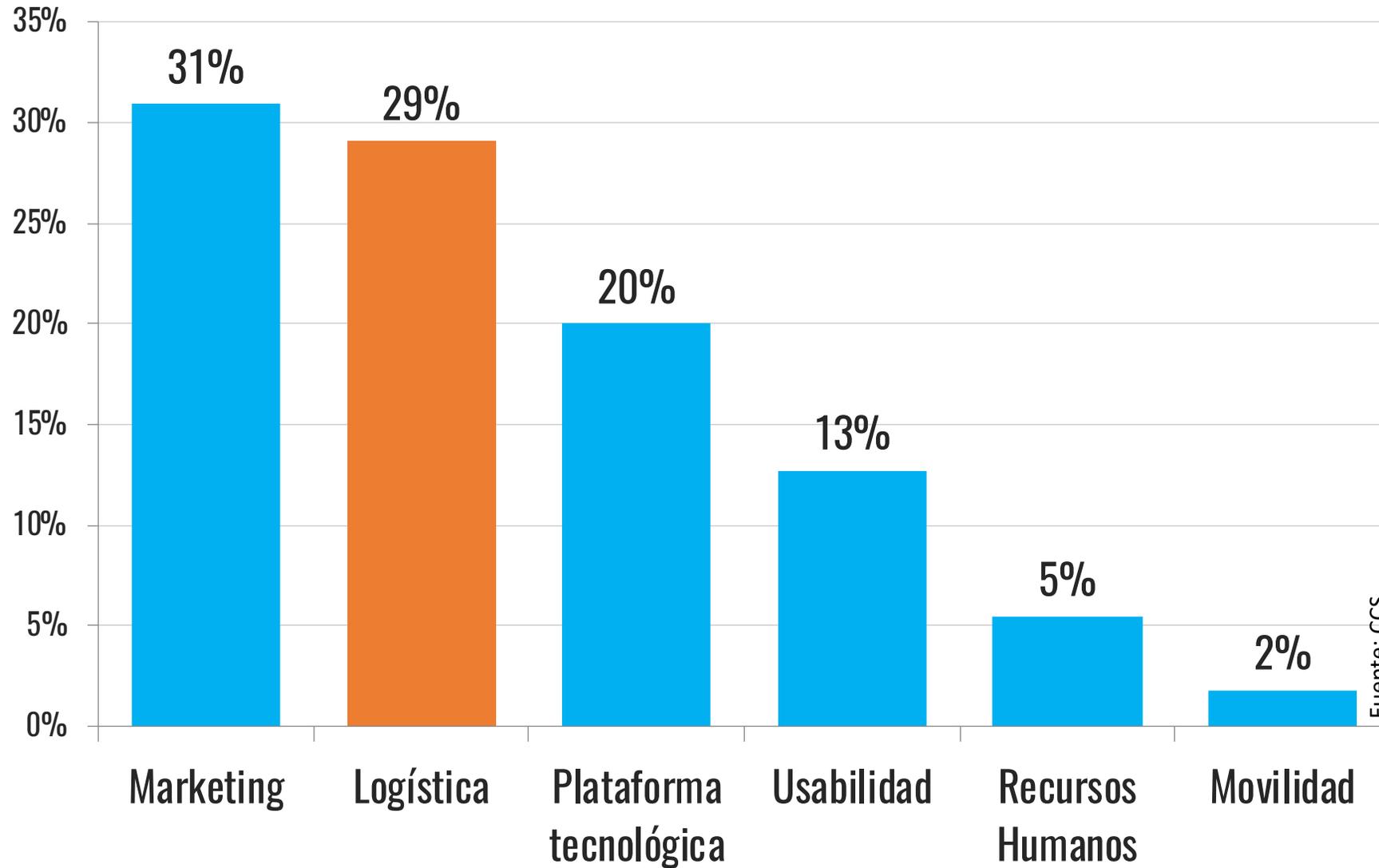


PRINCIPALES BARRERAS A LAS COMPRAS ONLINE (eCommerce chilenos)



Fuente: CCS

PRIORIDADES DE INVERSIÓN eCommerce chilenos



Fuente: CCS

A top-down view of a dark wooden desk. In the upper right, there is a vintage-style camera with a lens. Below it, a pair of black-rimmed glasses lies on the surface. At the bottom, the top edge of a laptop is visible. The entire scene is framed by a thick blue border.

TENDENCIAS DEL COMERCIO ELECTRÓNICO EN CHILE

CENTRO ECONOMÍA DIGITAL CCS
[@georgelever](#)