

Latin America e-Readiness report

Venezuela

27.5

E-READINESS INDEX

Every two years Visa conducts a strategic review of e-Readiness in Latin America in partnership with Euromonitor International. This helps identify areas of opportunities as well as encourage Internet adoption.

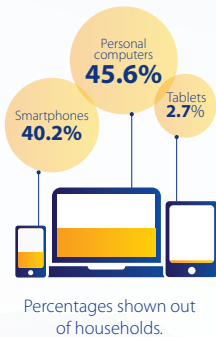
Overview

Venezuela's hyperinflation and volatile exchange rate has significantly affected e-Readiness. The country performs well in share of banking users, ranking fifth in Latin America. However, credit card usage is in part driven by the desire to avoid inflation.

Population



Device Possession



2015 e-Commerce Market Value

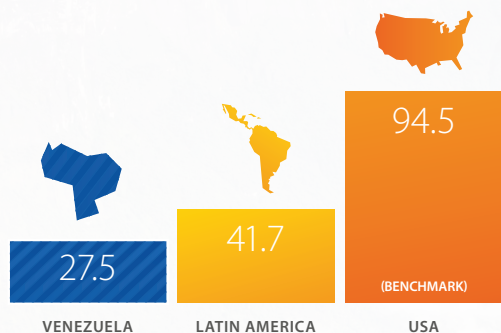


2020 Forecast

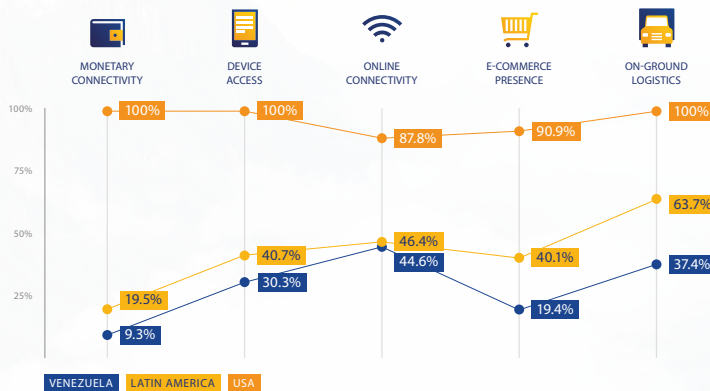


Index

The e-Readiness index helps to measure how developed e-Commerce is in a particular country or region.



Index breakdown



Consumer profiles

78.5% of Venezuelan consumers fall into two opposing profiles, the Pro Surfer (shop online at least once a month) and the Traditionalist (never shop online).



Leading profile

The Pro Surfer

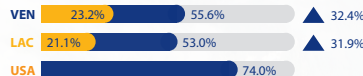
Avg. age: 44.4 years
 Avg. monthly income: US \$601
 Avg. time spent online per day: 4.7 hours

Profile breakdown

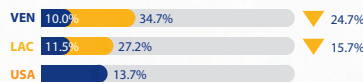
VEN Venezuela LAC Latin America USA United States of America



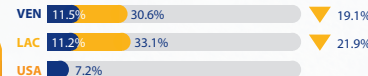
Pro Surfer



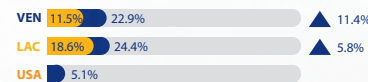
Explorer



Spectator



Traditionalist



* Compounded Annual Growth Rate (CAGR) All statistics from "e-Readiness in Latin America, 2016", a report prepared for Visa Inc. by Euromonitor International