

Retail E-Commerce in Chile

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Costs of shipping drive consumers to click-and-collect
Home products and groceries continue to drive e-commerce sales in 2023
Key players maintain channel leadership

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E-commerce set for further growth, but players still need to review omnichannel strategies
Loyalty programmes to gain importance in attracting consumers
Marketplaces to remain dynamic driver of e-commerce growth

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