



Evento

E-commerce Unlocked

Brasil

O Full View dos consumidores

Junho 2026

Agenda

E-commerce Unlocked

Abertura

Alfredo Costa | *Presidente | NIQ Brasil*

Apresentações NIQ

Ramón Melgarejo | *President of Omni & Consumer Intelligence*

Thais Richard | *Global Director, Digital Shelf*

Claudio Czarnobai | *Líder de Business Development para América Latina, NIQ*

Jantar & Networking



The Omnichannel Playbook: A guide to the online world LATAM ROADSHOW

*The Full View*TM

June 2026

The Fab Five of Omni



**Ramón
Melgarejo**

*President of Omni & Consumer
Intelligence, NIQ*

NielsenIQ

NielsenIQ

The Fab Five of Omni

Examining 5 big bet trends that will have implications for Omnichannel strategies



NIQ

1. Channel Fluidity

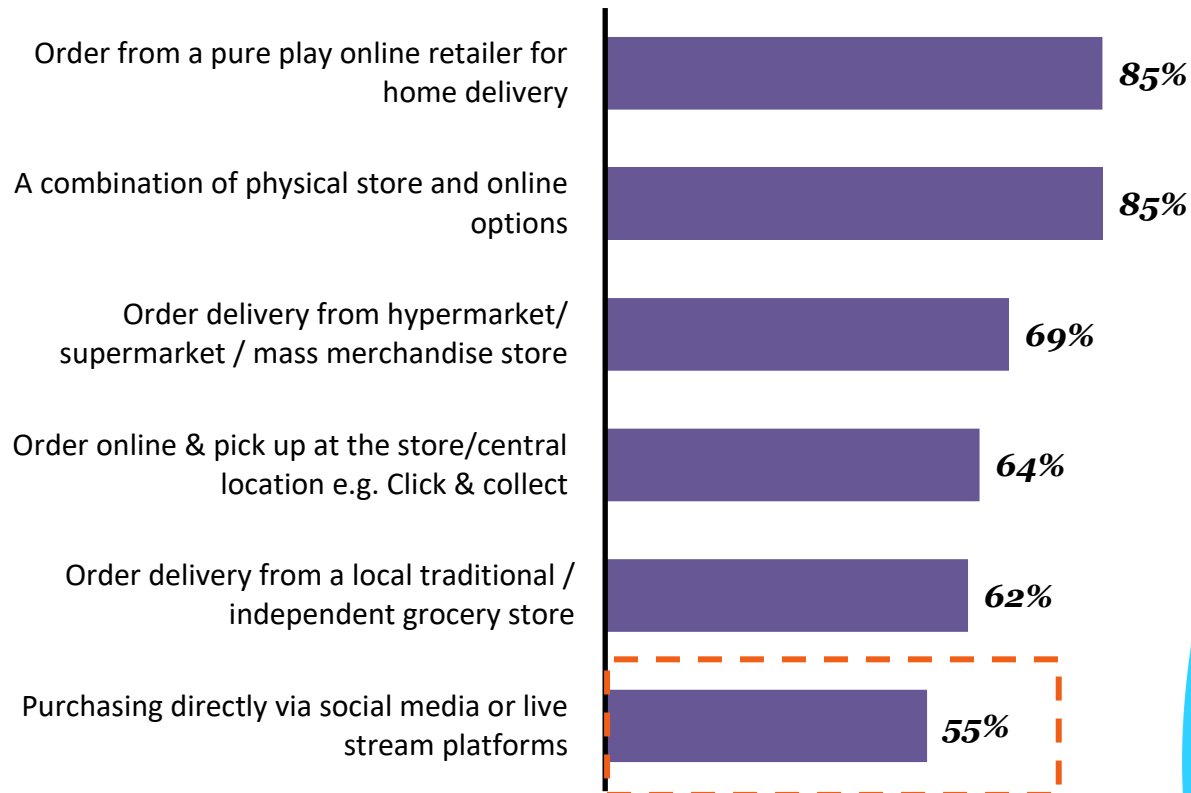
Concepts of “channel” are dissolving for consumers as well as for retailers making Omni-presence a strategic imperative



Social shopping is emerging to challenge traditional retailers

Where do you normally shop for grocery & household items?

% respondents who shop at this channel – U.S.



Source: NIQ 2024 Consumer Outlook, U.S.; TikTok Shop sales, NielsenIQ eCommerce ePanel 52wks ending 7/31/24



75% of TikTok \$ sales are from Health and Beauty

15% Of \$s are from Food

#7 TikTok Shop is already the Health and Beauty eCommerce retailer since it's launch in September 2023

#26 Food retailer

NIQ

2. Product over brand

Consumers rely on new influences beyond “brand” to drive purchase decisions – prioritizing what’s in the package vs what’s on it



Consumers
are less loyal ...

Yet it's more
important
than ever.

Less Loyal

56%

of Americans have
switched stores to
save money

Brands across the
store with increasing
loyalty in 2024
are growing

3.1x

faster than those
with stagnant or
declining loyalty



Seek Innovation

40%

of shoppers are innovation-
seekers, who try to keep up
with what's new and often are
on the lookout for new products

Impact of loyalty on
overall growth:

- 6.1x** Hair Color
- 4.9x** Hair Care
- 4.5x** Facial Skin Care
- 4.4x** Fragrance
- 2.5x** Cosmetics

NIQ

3. Cultural Transformation

Gen Z, Boomers
and Polyculturalism
transforming our culture



Gen Z will be the purest “Omni” shopping generation to date

Consumers begin their shopping journey online¹ and are heavily influenced by social media, their share of mass merch (in-store) dollars is higher than every other generation before them.²

Together, their in-store mass merch and grocery purchases make up almost 50 percent of their share of dollars.

Sources: NIQ Global Gen Z Spending Report: ¹Stephanie Chevalier, “Gen Z online shopping behavior – statistics & facts,” Statista, January 10, 2024,

²NIQ Omnishopper, Total FMCG Depts= Food, Baby Care, Health & Beauty Care, Household Care, Pet Care, Gen Merch; 52 weeks ending January 27, 2024. ³GfK Consumer Life Global 2022



77%

of millennials and Gen Z shop on social media platforms

53%

of Gen Z-ers say they have used “buy” buttons on social media networks³

- Prefer products that are high quality
- Value authenticity and transparency
- Are influenced by online trends, ratings and reviews
- Care about the planet and sustainability
- Seek out items that are on sale or are lowest price

Social media isn't just for purchases:

19%

of US shoppers have indicated that they use their phone whilst in store to aid their shopping experience. We know that shoppers are turning to their mobiles, and often to social media to answer key questions and get beyond the pack.

Ensuring that products are available after discovery on social media – whether online or in-store is essential to converting shoppers at the point of purchase.

NIQ

4. Three layer retail

Shelf performance” is no longer the only role a retailer expects a brand to fulfill, nor is it the only metric they care about



The evolving role of the store is also shifting retailer's values

From



To



NIQ

5. Transformative Technology

New technology will create new pathways for purchasing but require new modes of going to market



AI has the potential to transform shelf strategy

A new, even more challenging competitive environment

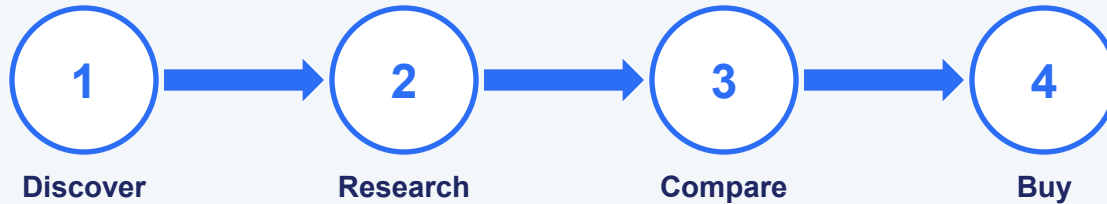


Source: NIQ Digital Shelf

The shopper journey is moving from linear search to dynamic conversation with agents

BEFORE

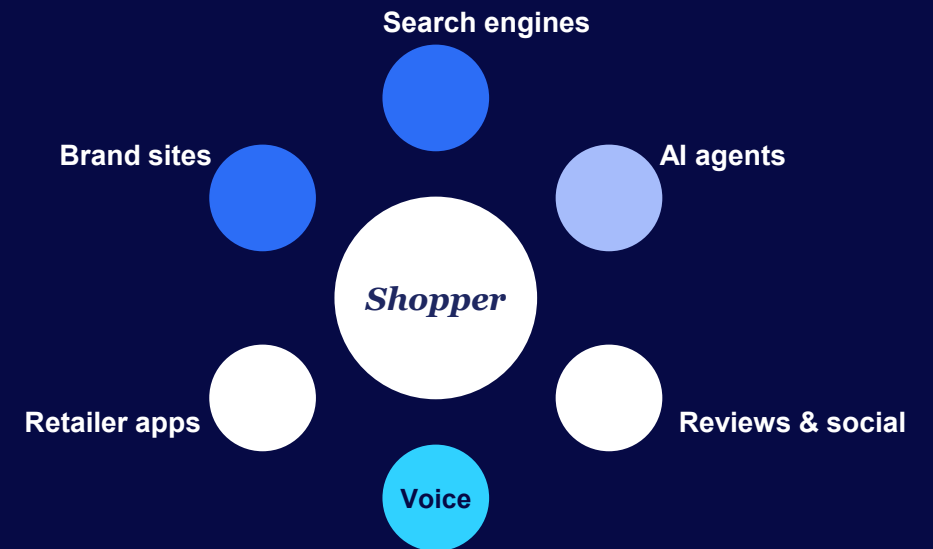
Linear search process



Shopper moves step by step — search, browse, decide

TODAY

Dynamic conversation with agents



Shopper jumps between channels and agents in any order

Brands now need to win visibility inside the agent, not just on the search page

Today, shoppers show a great appetite for AI-driven personalized solutions globally

Global | % Of respondents



84%

Would be likely to purchase a product if the retailer made it easy on their website or app to compare key product attributes

65%

Find it helpful when a retailer suggests products based on their previous purchases or preferences

58%

Are comfortable with a digital shopping platform making product suggestions

51%

Would be interested in using tools powered by Artificial Intelligence (AI) to help manage their household shopping in the future

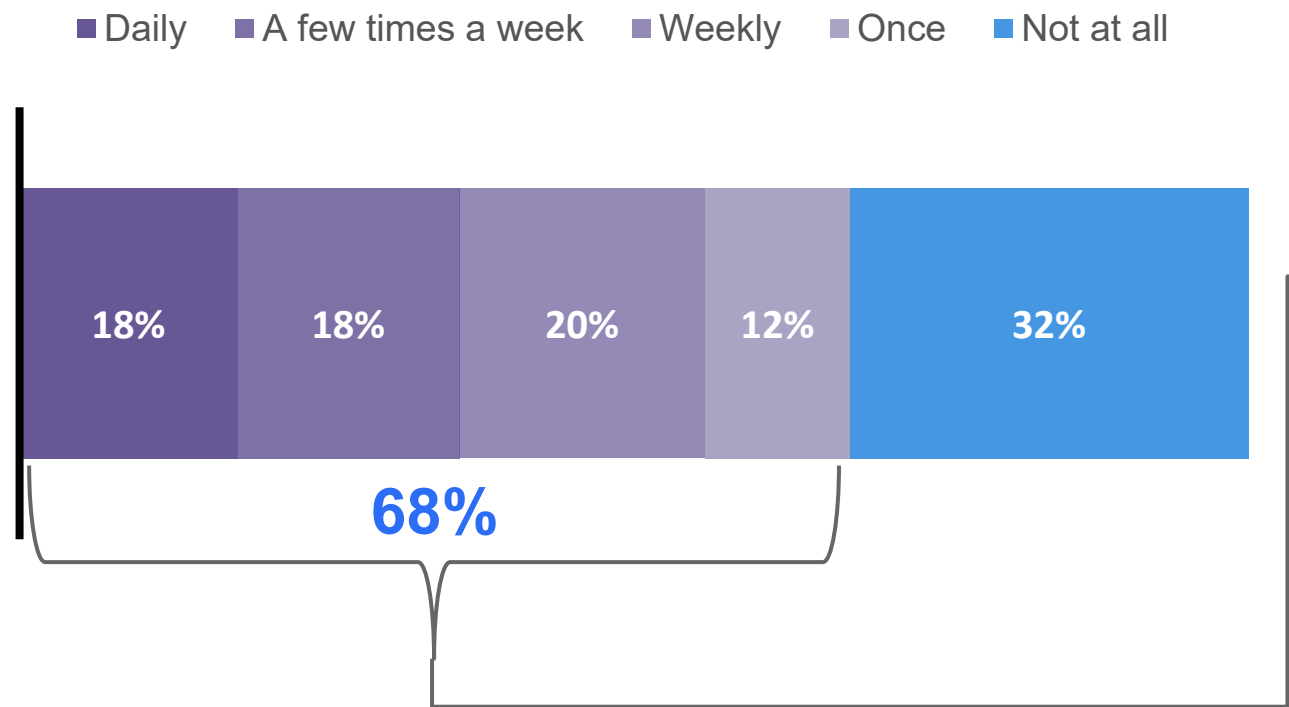
40%

Are comfortable with a digital shopping platform making purchase decisions for them

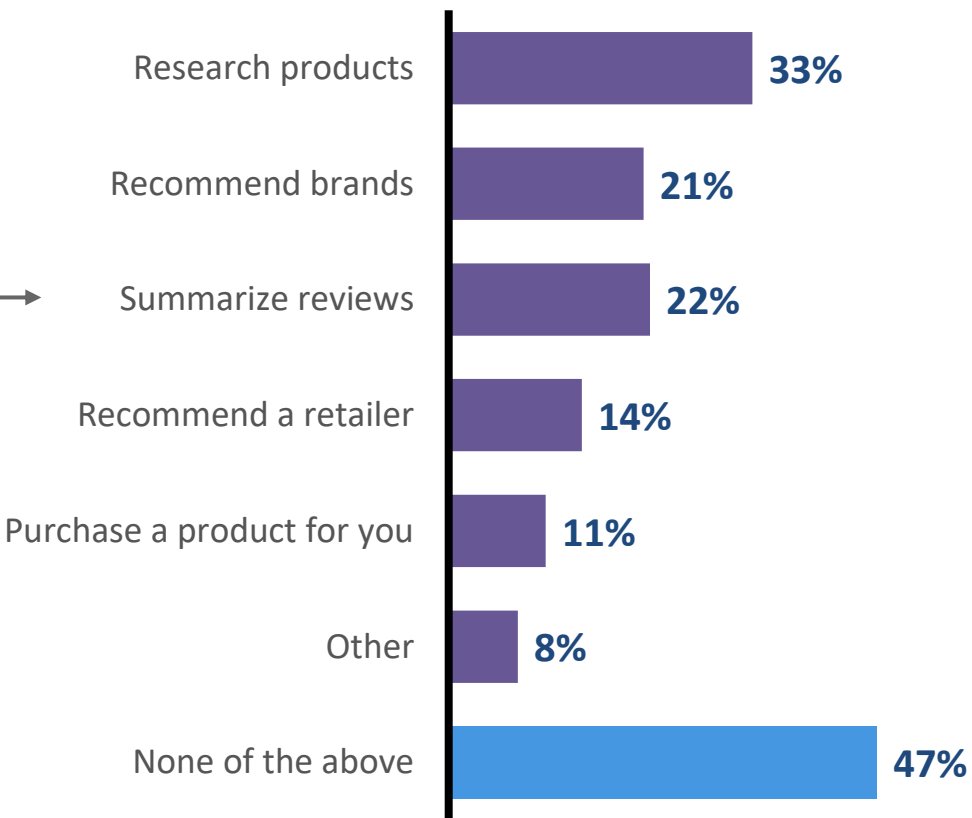
Source: NIQ Global Consumer Outlook Jul-25

Generative AI for shopping is in early days of adoption and primarily oriented around research versus full agentic processes

In the past month, how many times have you used Generative AI?



Have you used Generative AI while shopping to?

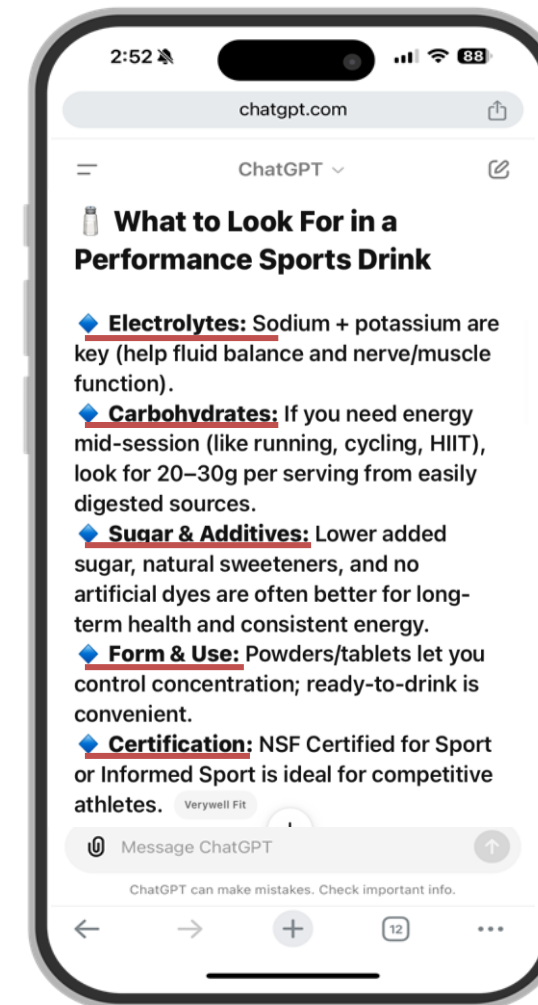


Source: NIQ BASES, AI survey Questions November 2025

AI is fundamentally changing the path to purchase



Help me with the right sports drinks to help improve my performance



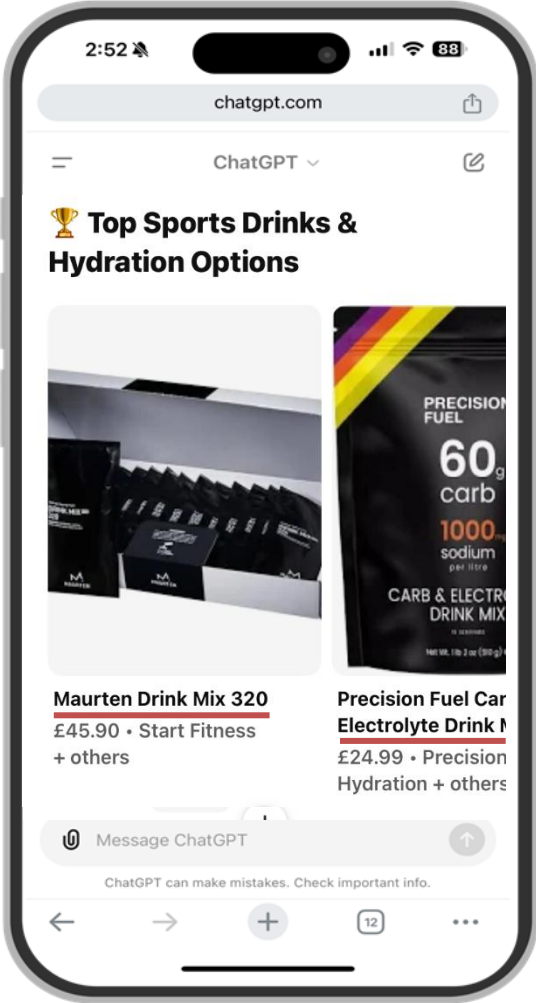
Source: ChatGPT

AI is fundamentally changing the path to purchase



Help me with the right sports drinks to help improve my performance

Include brand recommendations on highly-rated ingredients.



Source: ChatGPT

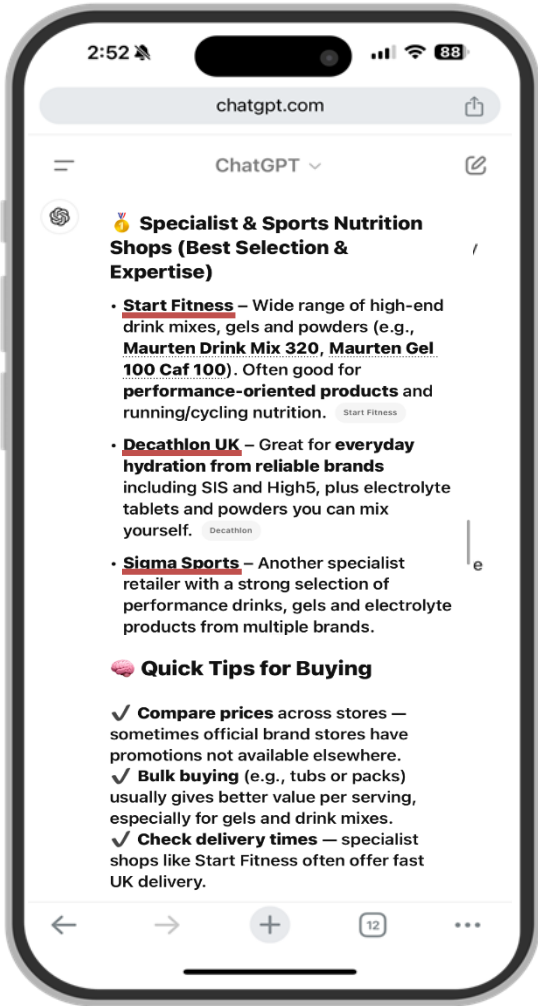
AI is fundamentally changing the path to purchase



Help me with the right sports drinks to help improve my performance

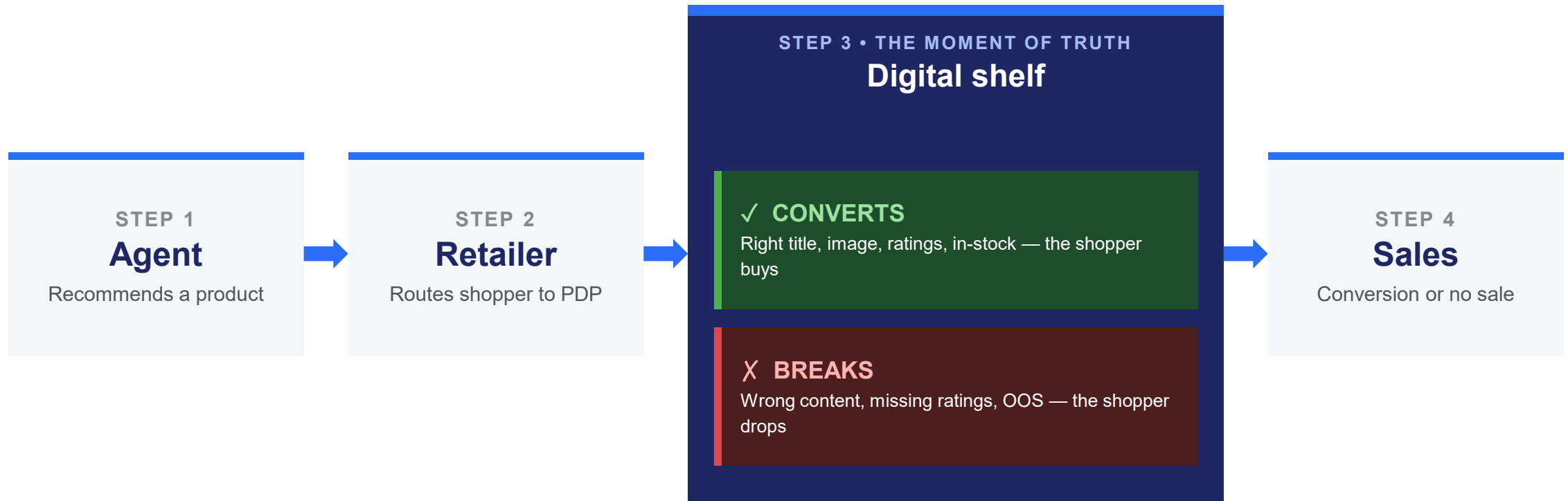
Include brand recommendations on highly-rated ingredients.

Where is the best place to buy all these products?



Source: ChatGPT

The Digital Shelf is where the agent's recommendation converts — or breaks



Even with AI agents upstream, digital shelf execution still decides whether the sale converts or breaks

AI will affect more than just the shopper experience in retail today



Source: NIQ Digital Shelf

NIQ has powerful solutions across the Omni Commerce ecosystem

 **The right performance**

- Harmonized **Omnichannel measurement**
- **Digital** sales and share measurement (Amazon +)

 **The right promotions**

- Connection to **media** automation tools
- **Content** activation
- **ROAS** measurement

 **The right actions**

- **Quantify levers** to pull
- Understand **causals** of performance – images, keywords, reviews, search, availability



 **The right product**

- Market trends with dynamic **attributes**
- Insights on **consumers**, what they want and are searching for online
- **Innovation** concepts and testing

 **The right content**

- Product imagery and content (**PIM**)
- **Search** optimization, keyword advisor
- On-pack and derived **attribution**

 **The right place**

- **Digital shelf analytics** to manage performance at the store- and item- level,
- Optimize distribution

The Omnichannel Playbook *Digital Shelf with the Rise AI*



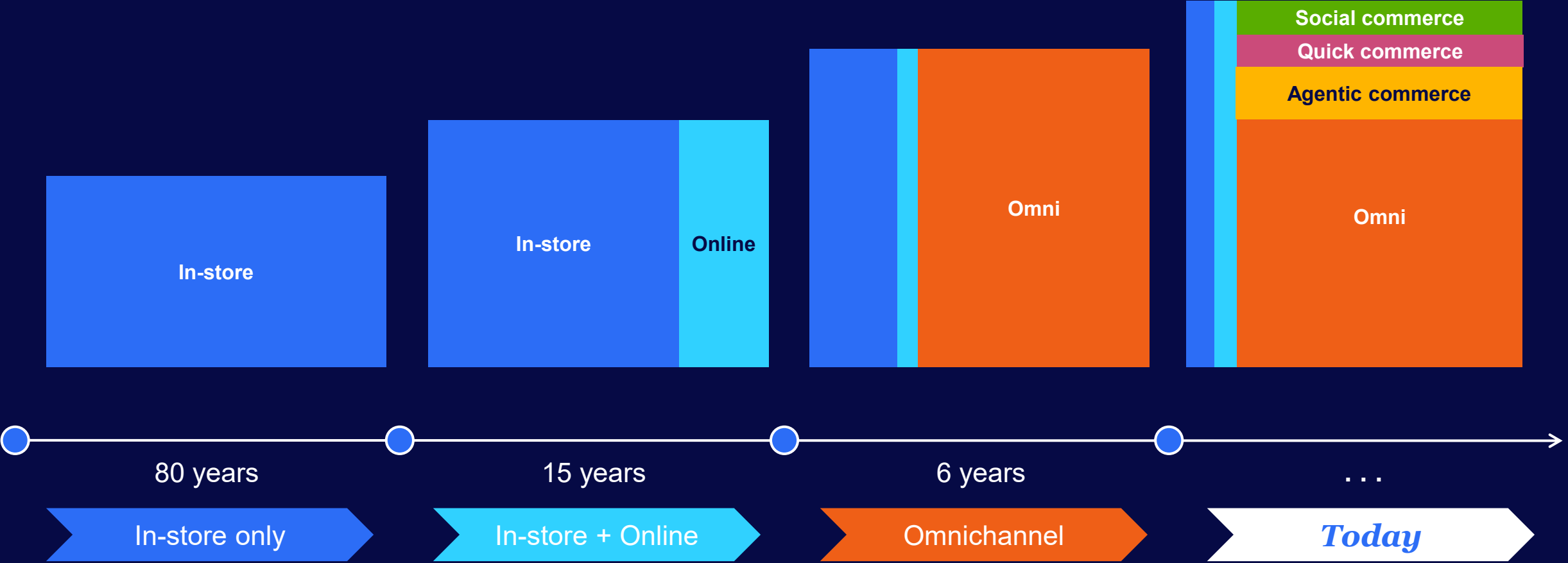
Thais Richard

Global Account Director

Digital Shelf & Amazon Measurement

NielsenIQ

The pace of change in retail channels is accelerating rapidly



Brazil in 2026

**Deal-driven &
promotion-led
shoppers**

**Rapid value growth:
online CPG +49%
YoY**

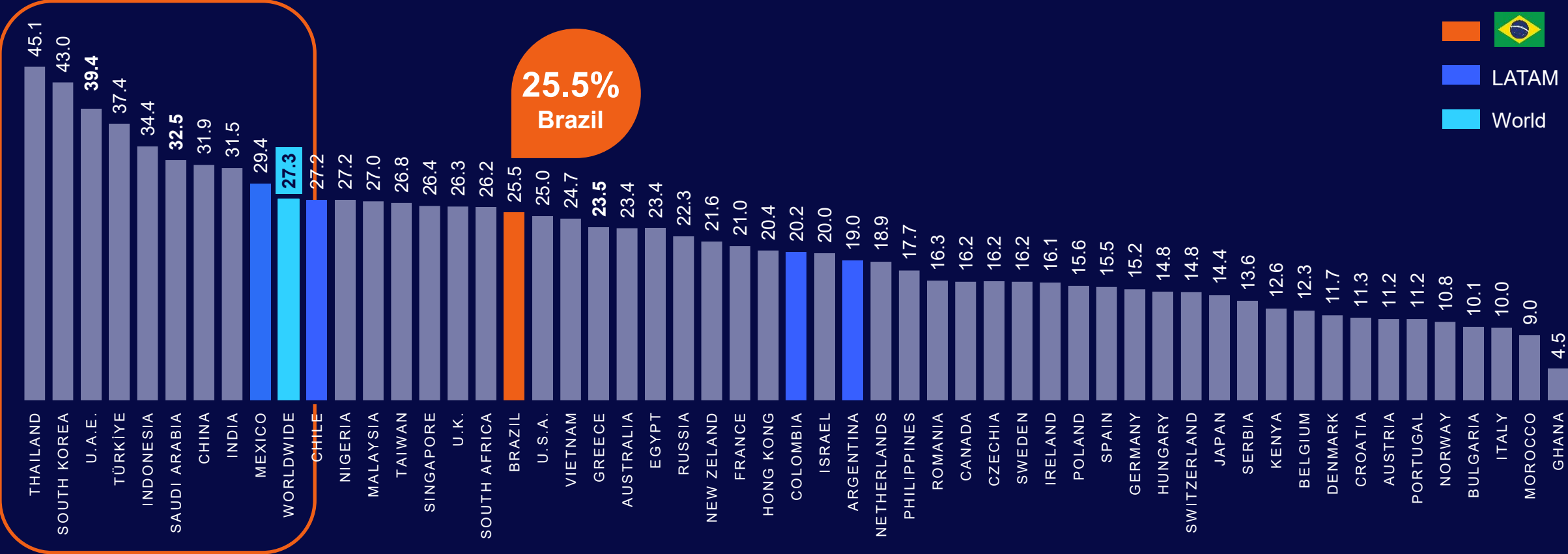
**Mercado Livre: #1
e-commerce
platform**

**Mobile-led: 75%+
Mercado Livre shoppers
buy via the app**



Brazil is one of LATAM's fastest-growing online grocery markets

Weekly online grocery purchases (%)



Source: NIQ / We Are Social Digital 2025

E-commerce global top performers

Brazil & Mexico are
among the *Top
E-commerce
growth markets*

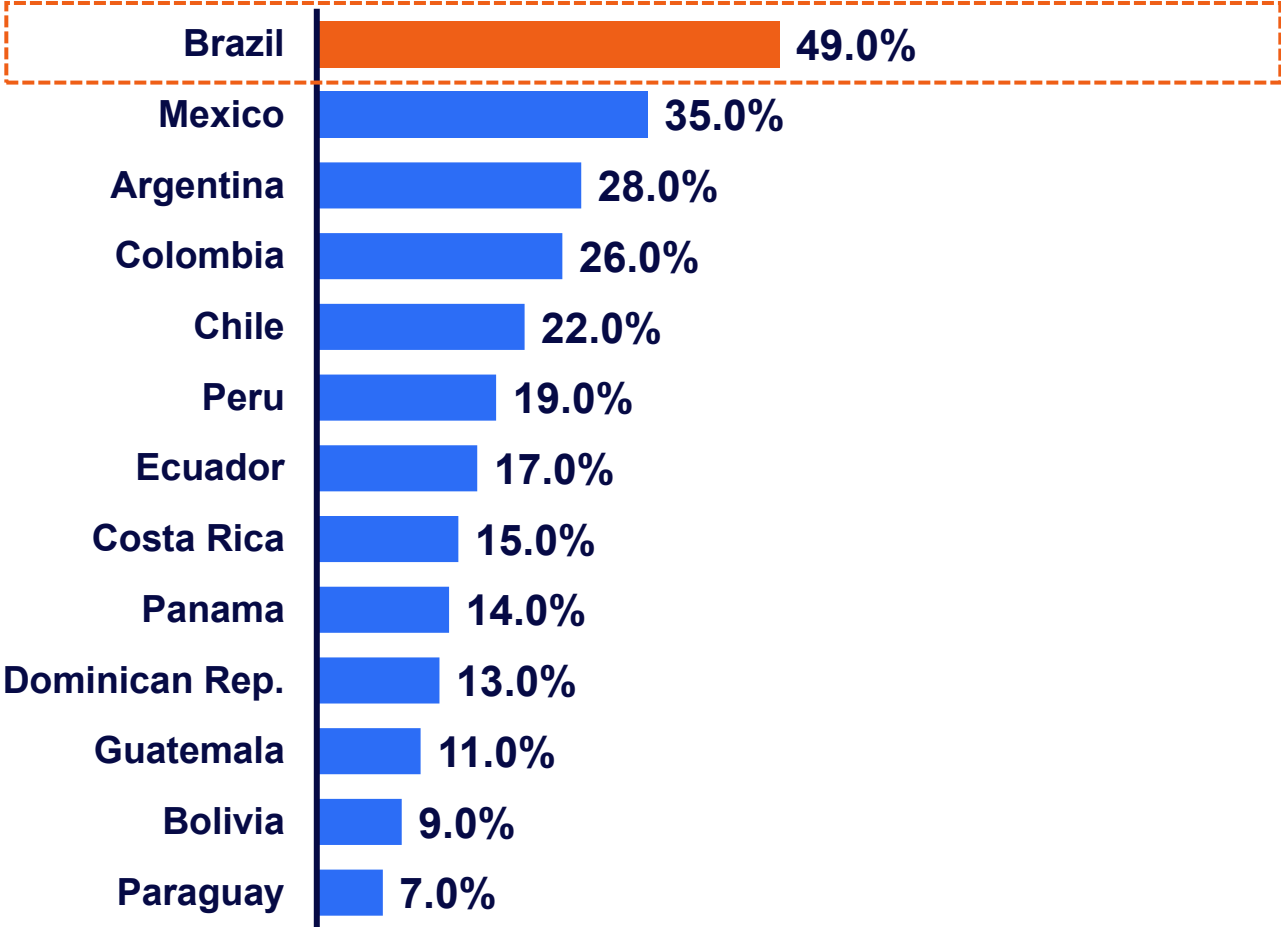
*LATAM E-commerce is booming:
Brazil ranks #1 in LATAM and #2 globally
in eCommerce growth.*

*Mexico is the #2 LATAM market, with
CPG eCommerce growing +35% YoY,
driven by Mercado Libre and rapid mobile
commerce adoption.*



Market performance

Value growth 2025 vs 2024



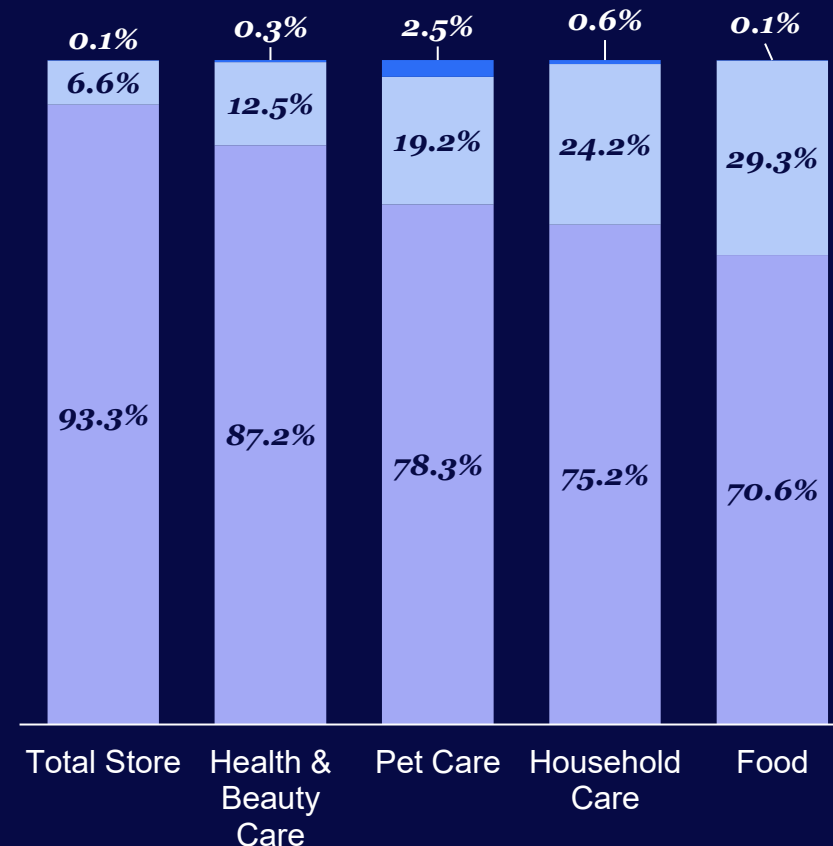
Source: NIQ RMS FMCG LATAM MAT 2026

*So, what does this **mean**?*

Today's Shopper is an *Omni* Shopper



% of \$ Volume



Online Share of Wallet
among *Omni* shoppers:



Source: NielsenIQ Omnishopper, Total Outlets, L52WE 1.27.24 vs PY. *FOOD includes total edibles (food and beverage), Total Store = Alcohol, Baby Care, Health & Beauty Care, General Merchandise, Household Care, Food, Pet Care, Departments

In-store & Online are *not mutually exclusive*



In-store



Online

In-store & Online

Impact Each Other



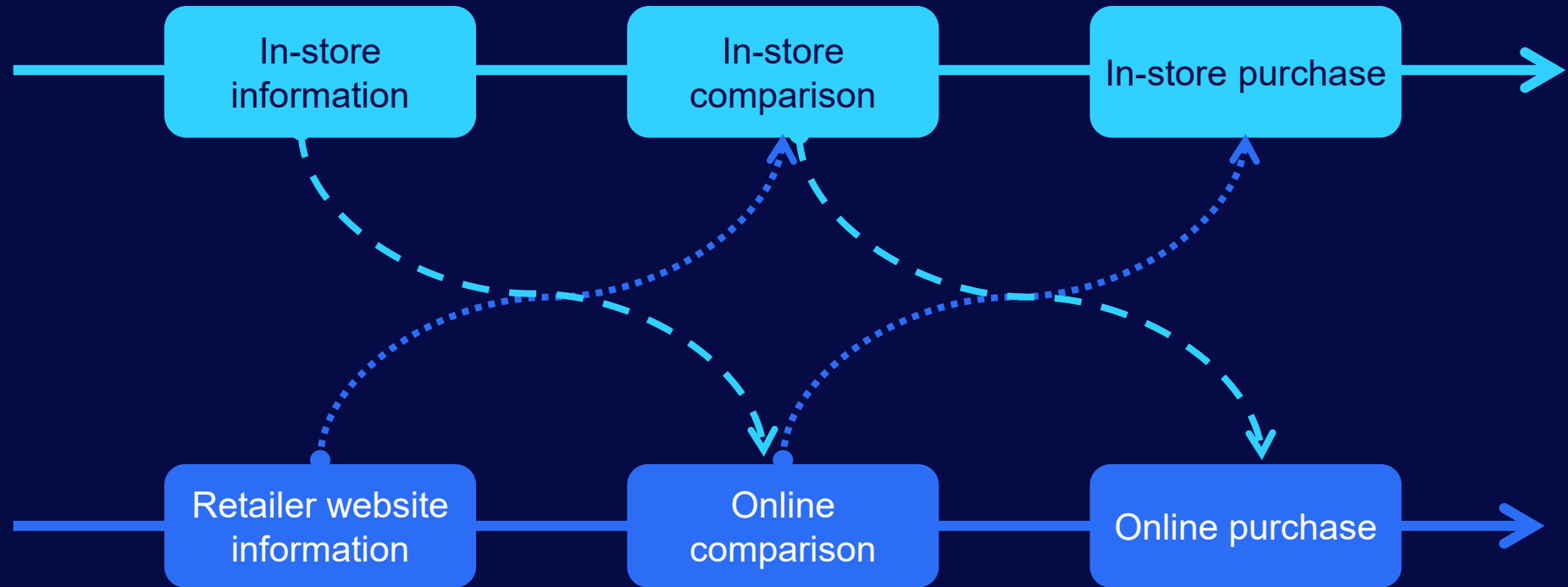
Digital Shelf is not just for e-commerce



Offline



Online

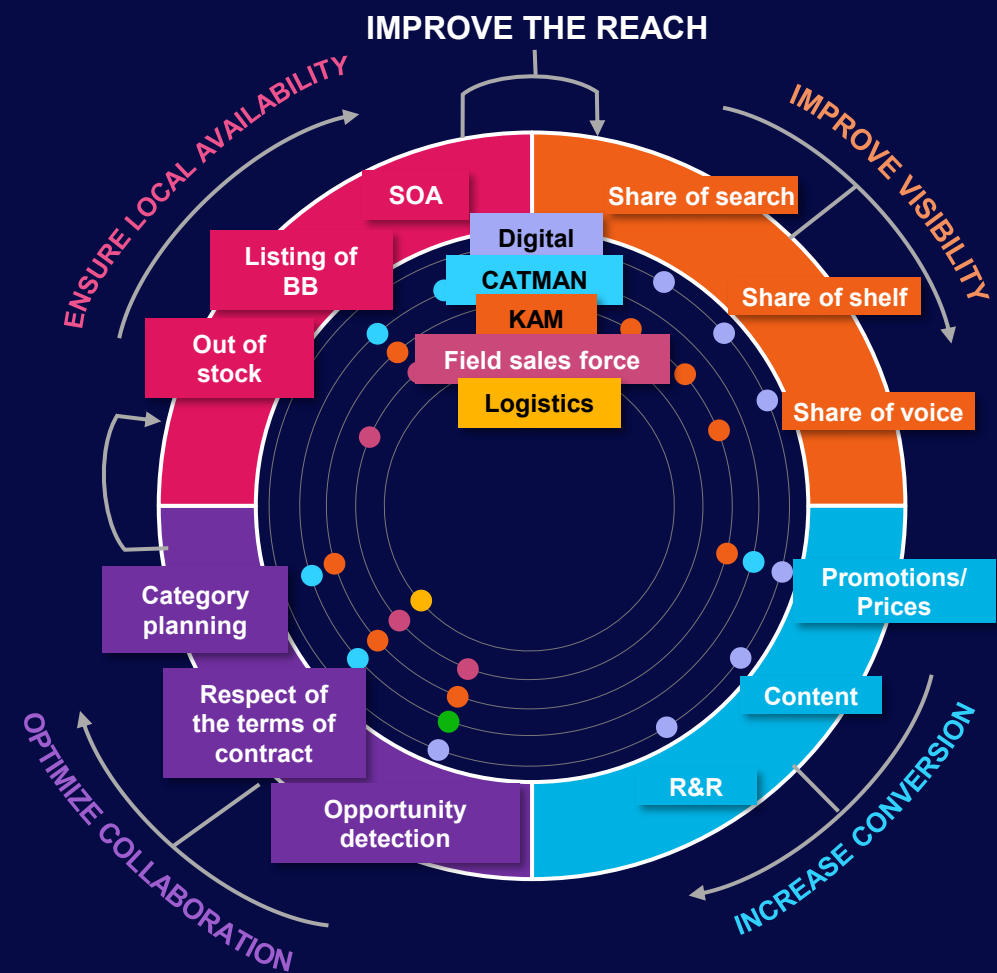


+ NEW LAYER: AI Search (ChatGPT / Perplexity) → AI Product Discovery → Agentic Purchase (auto-checkout without human click)

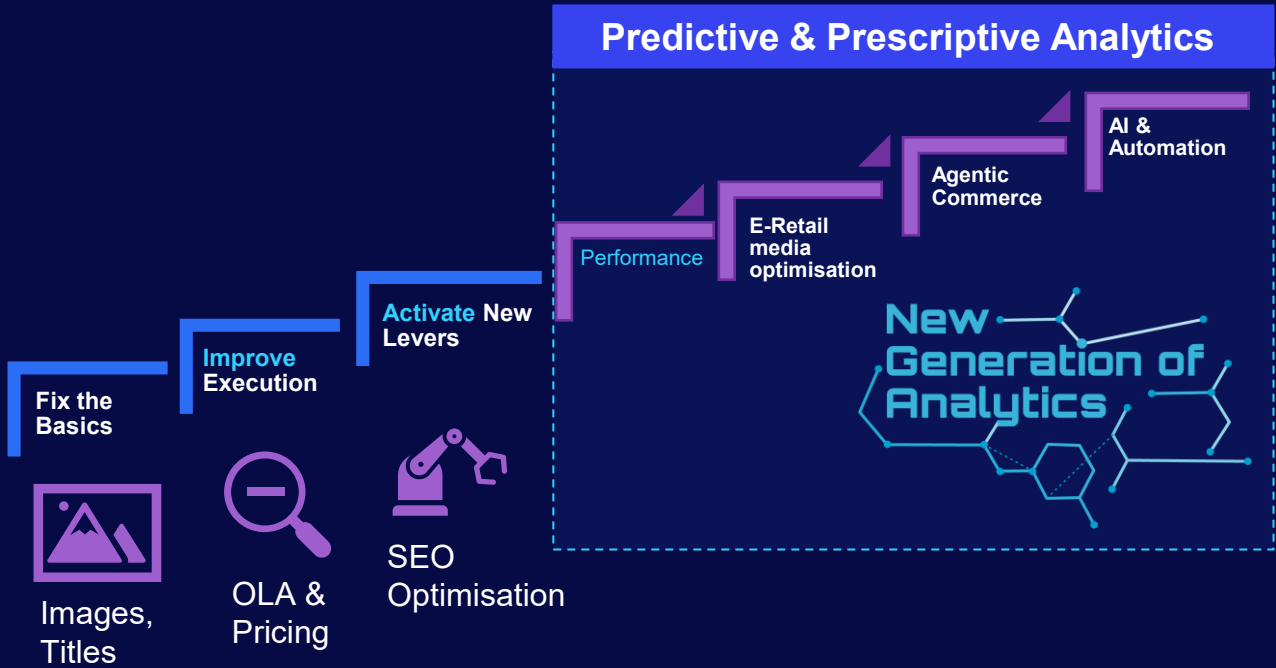
It is key for driving *awareness & conversion*

In order to be future ready, it's important to set strong readiness pillars

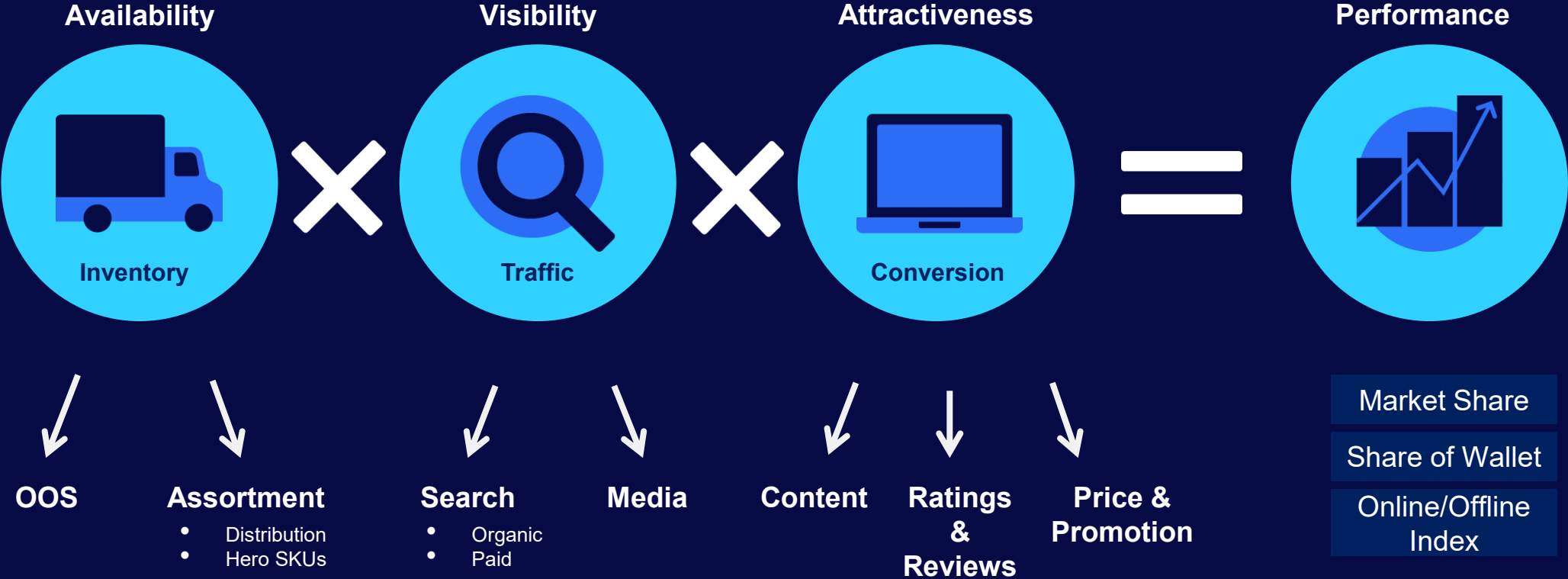
Journey of Digital Shelf & E-Commerce management



NIQ Digital Shelf



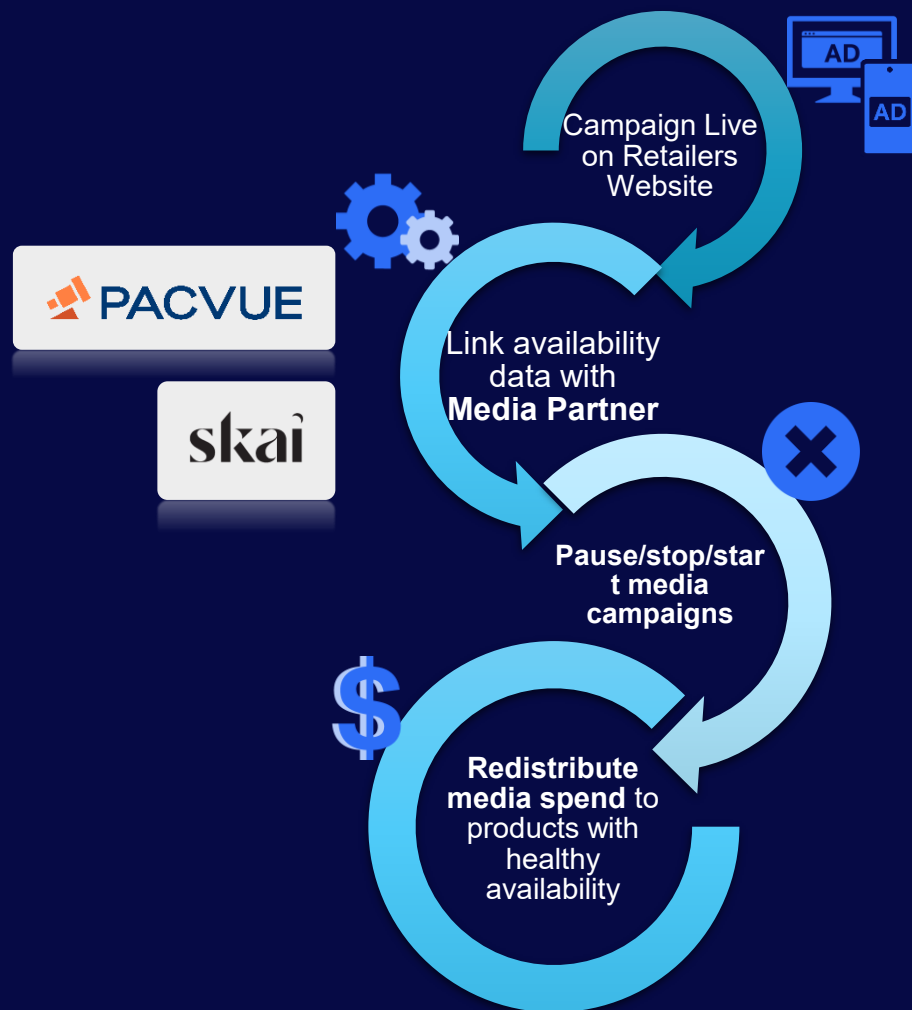
E-commerce Performance Equation



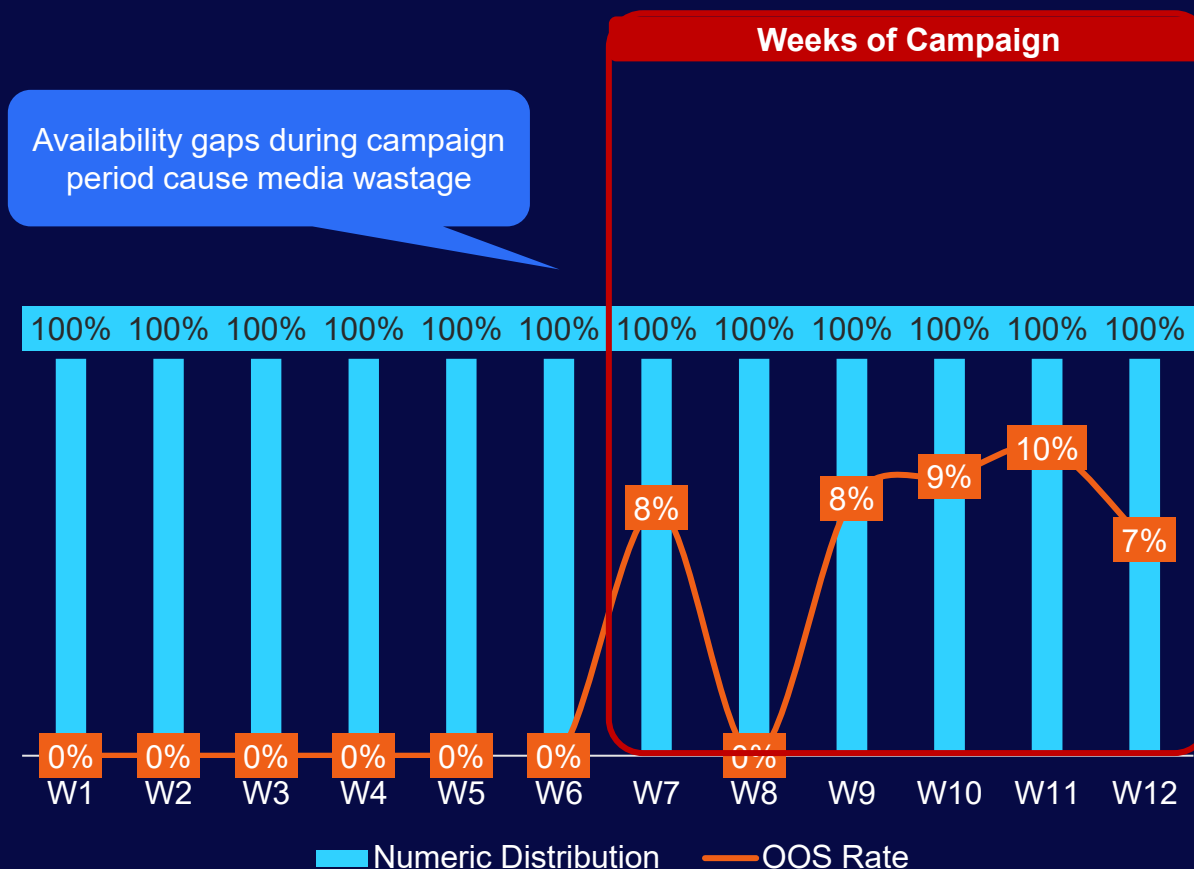
How can brands track & leverage e-commerce KPIs in Brazil?



NIQ Digital Shelf can assist you by going beyond monitoring through *implementing automation* in the process that will prevent wastage & lost sales



Example: OOS & Numerical Distribution of Advertised Product
Media Campaign in the Skin Care Category at Sephora BR



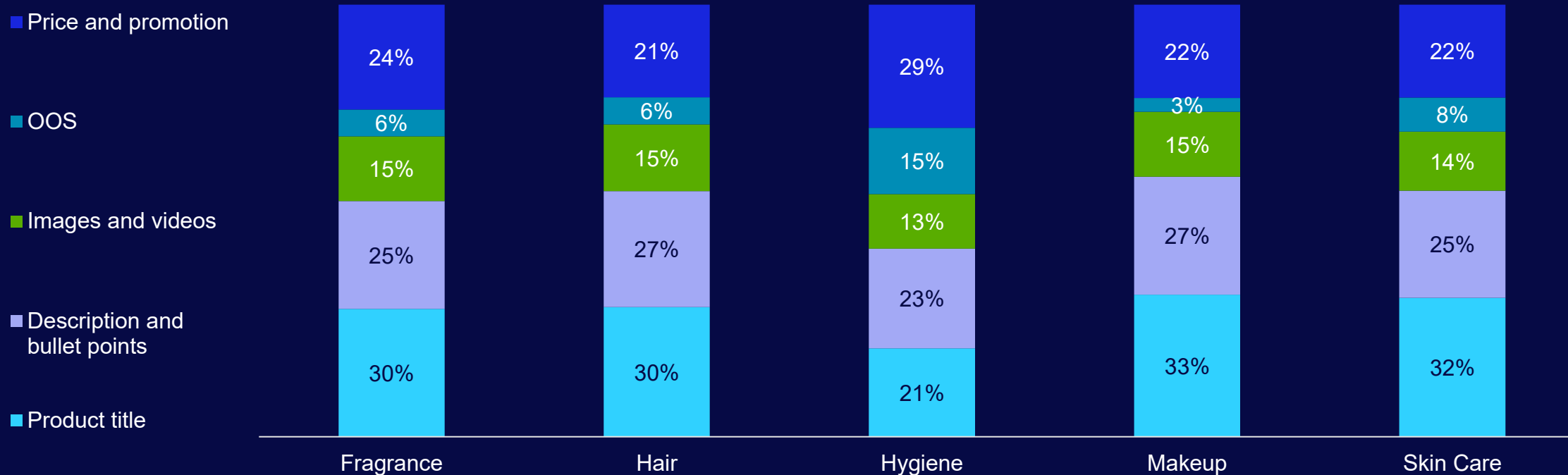


The *Product Page Elements* are important & impact search performance

Product Page Elements Importance on Search Performance

Brazil, 2026

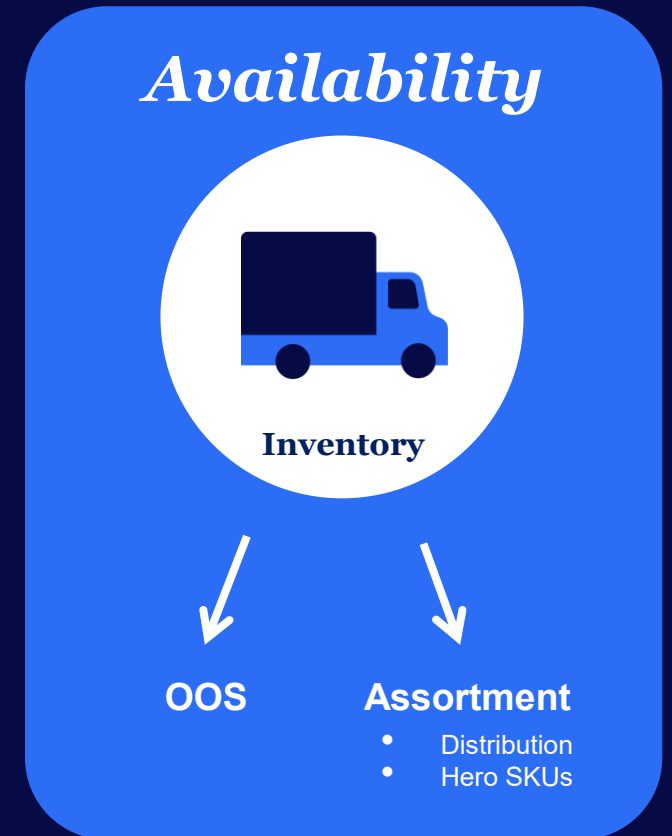
SEPHORA



Content needs to be customized – search engine algorithms differ by retailer & category impacting the levers & weight of importance

What products are listed online & are retailers *optimizing availability?*

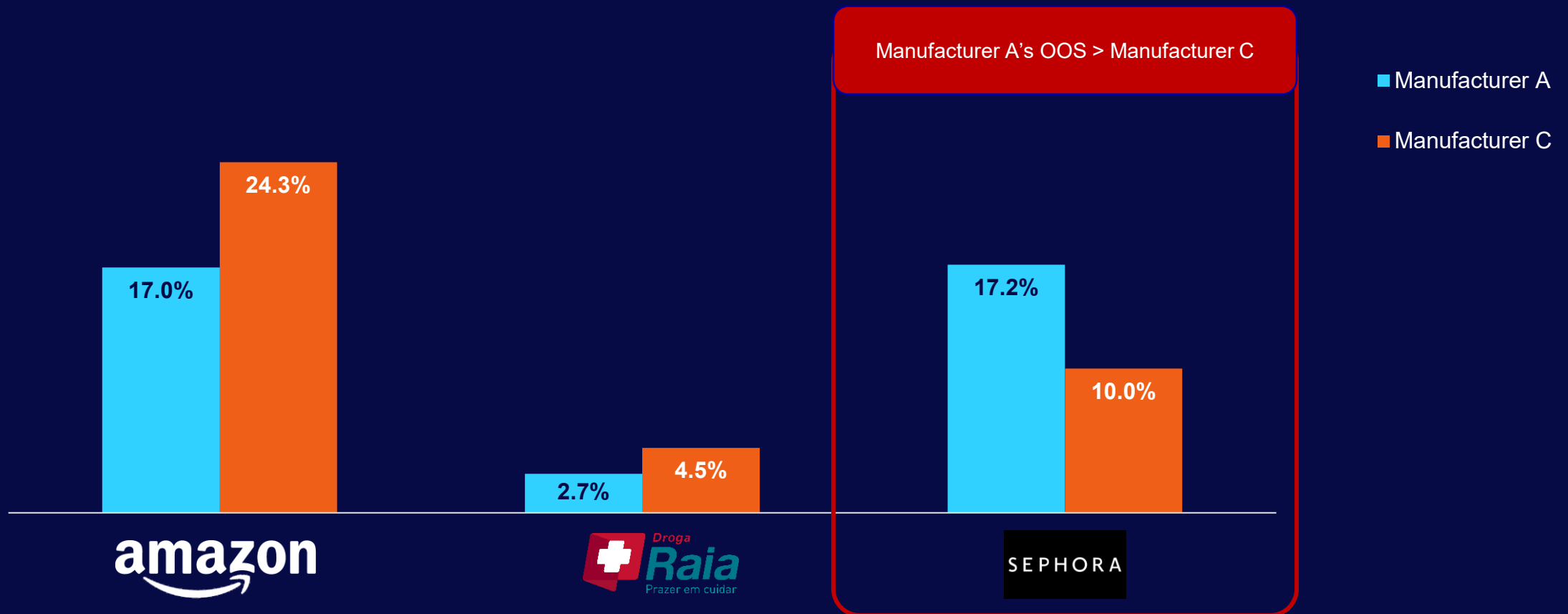
Brazil Use Cases





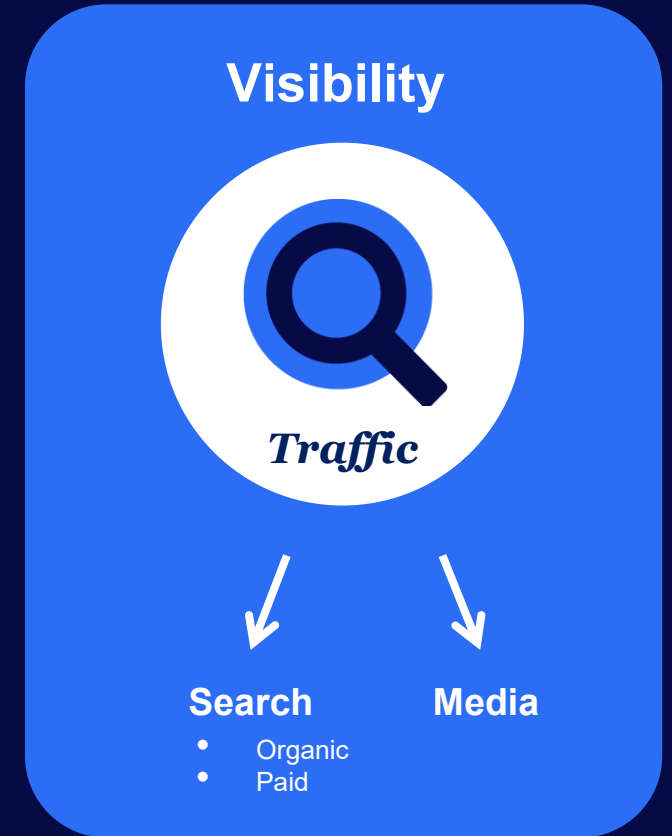
Brands need to ensure products are in-stock & available for purchase to reduce the risk of consumer switching

OOS Rate (%) for Manufacturer A vs Competitors Personal Care Category at select Brazilian retailers
Q1 2026



How *discoverable* are my products across retailers' websites?

Brazil Use Cases





Customers need to be able to find products easily that meets their needs – ensuring products are discoverable is key to driven awareness

Share of Search (%) in Top 20 Search Results for Manufacturer A's across Personal Care keywords at select Brazilian Retailers
Q1 2026

	Shampoo	Retinol	Conditioner	Hair Mask	Leave in	Shampoo and conditioner kit	Total
 Raia Prazer em cuidar	28%	28%	27%	30%	20%	20%	26%
 SEPHORA	32%	7%	23%	32%	30%	3%	21%
 amazon	18%	22%	12%	15%	18%	7%	15%

Are my products *attractive* to the customer vs key competitors?

Brazil Use Cases

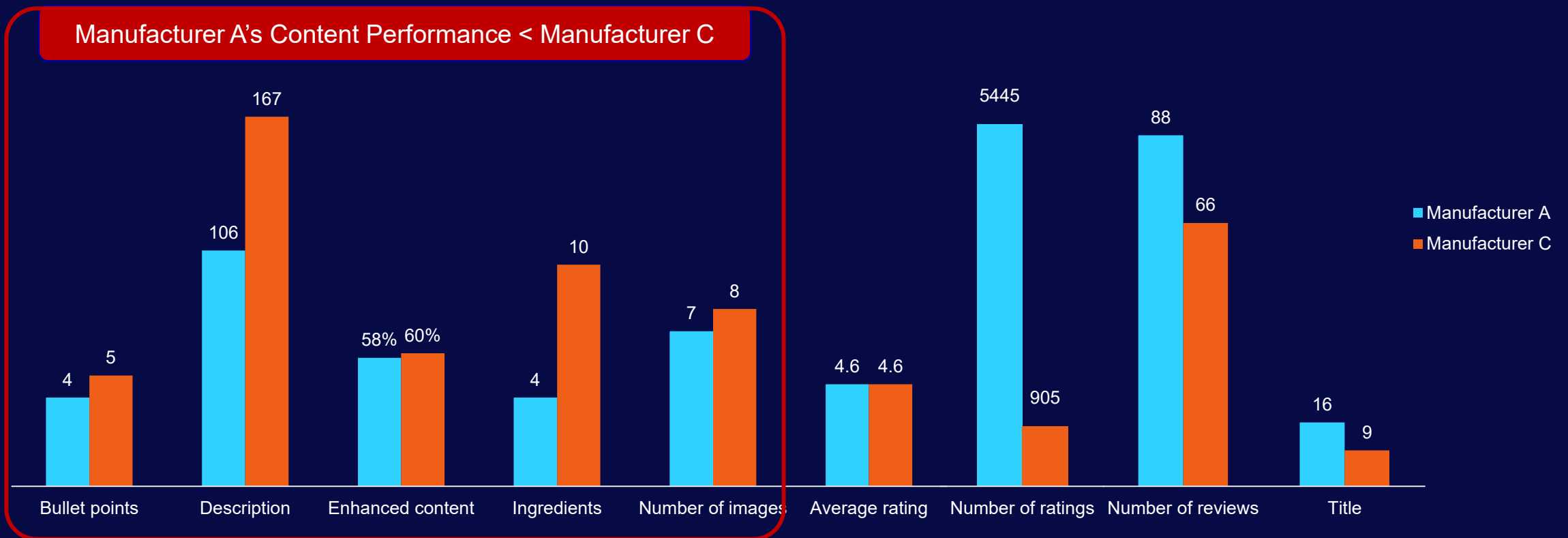




Content drives organic search & consumer trust - Images, titles, product description, ingredients and more

Especially for New Products that have just launched

Average Product Description Page KPIs of Manufacturer A vs. Manufacturer C for the Personal Care Category at Amazon BR
Q1 2026



Assist the OmniShopper in *pre-purchase research, build trust & enhance the consumer shopping journey*



Pre-purchase research

Product information & availability



Build Trust

Customer ratings & reviews



Enhance shopper journey

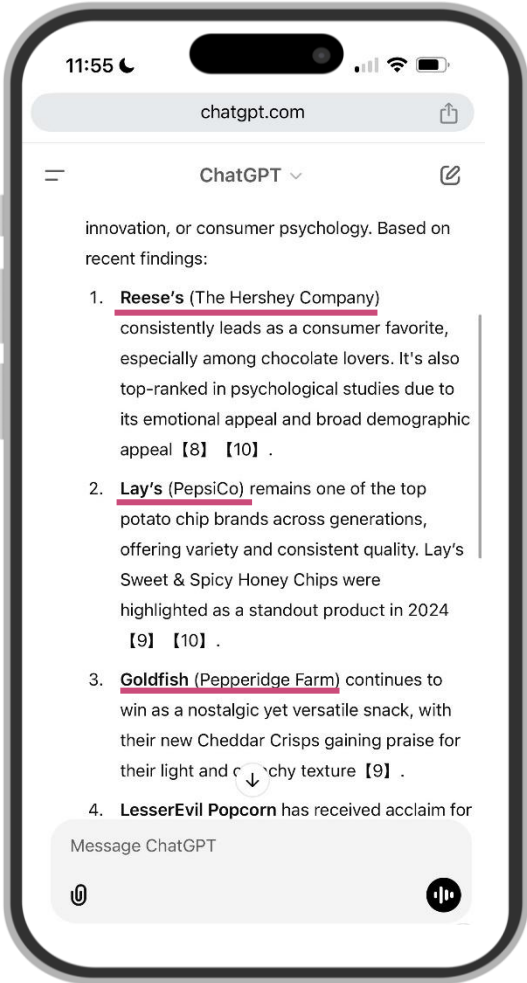
Available & assist consumer across multiple touchpoints

What's Next?!

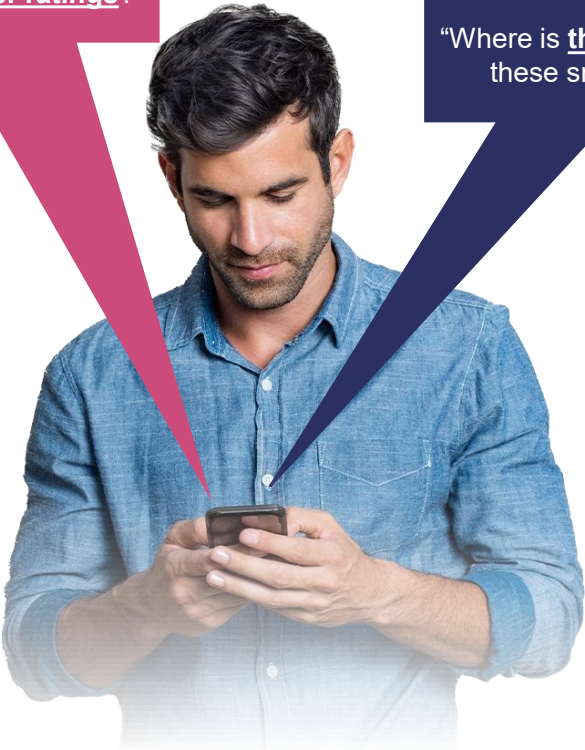
The Agentic Commerce Era
A new path to purchase . . .

Even AI is getting a voice, exerting influence on decision making

Within seconds ChatGPT can give consumers product recommendations, suggestions on where to shop and much more. That has real implications for retailers and manufacturers – is AI recommending your brand or your stores?



"What are the top snacking brands with the highest consumer ratings?"



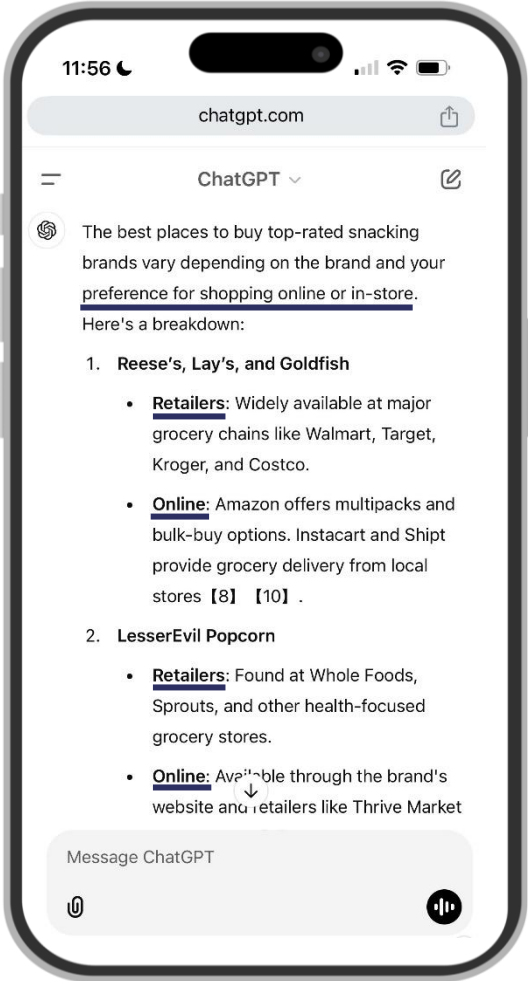
"Where is the best place to buy these snacking brands?"

When to Buy Online vs. In-Store

- **Online:** If you're looking for specialty snacks, bulk options, or value convenience over immediacy.
- **In-Store:** If you need snacks immediately or want to take advantage of local sales and promotions.

Ultimately, a hybrid approach—using online platforms for harder-to-find or bulk items and in-store shopping for fresh and immediate needs—works best for most people.

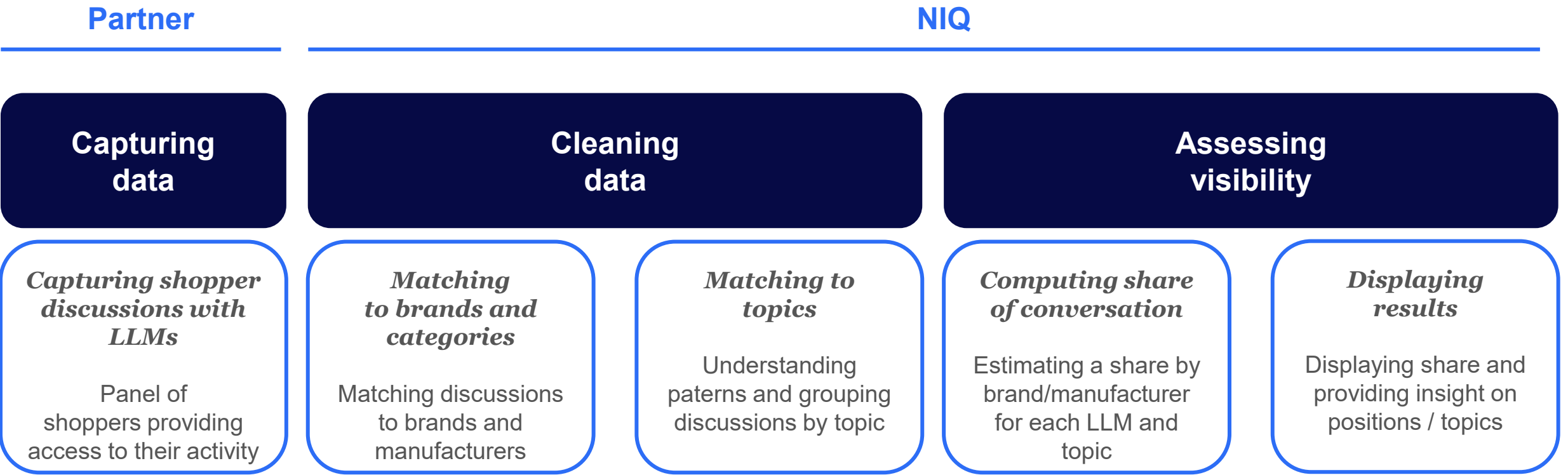
Message ChatGPT



Source: ChatGPT, 2024

Helping with agentic commerce

Measuring: combining our partner data and our intelligence



Amazon Sales & Share is now live in Mexico & Brazil

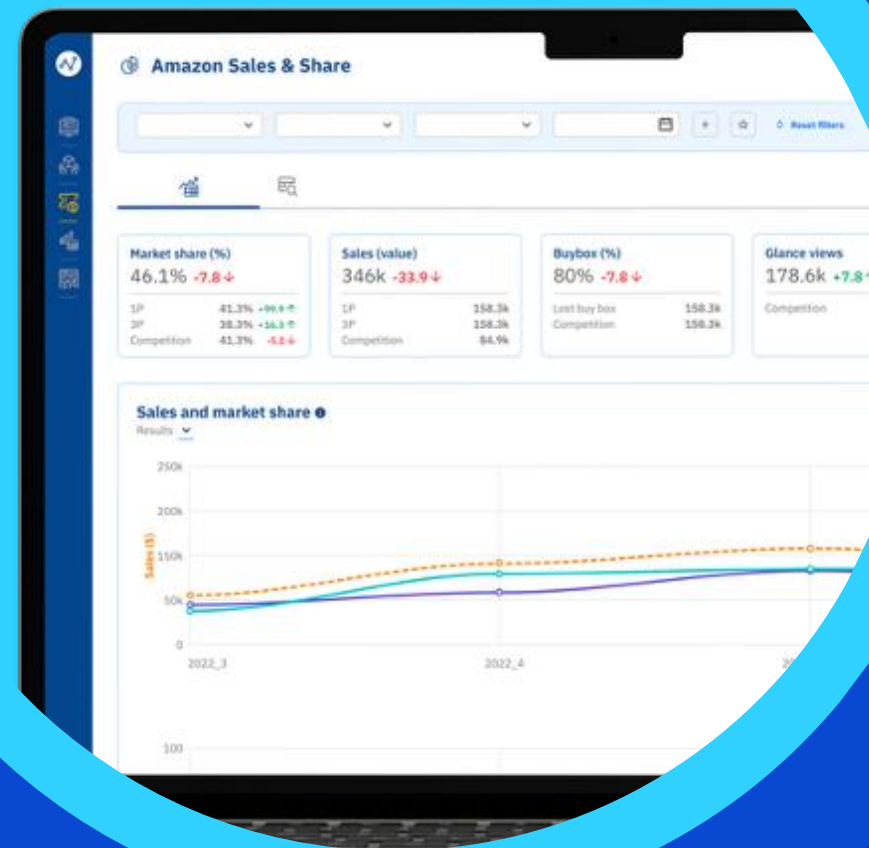
Granular sales and market-share measurement for every CPG category on Amazon down to ASIN level

● **Mexico** LIVE

● **Brazil** LIVE

Free pilots for our first 20 clients

NIQ



What Amazon Sales & Share delivers

Amazon Vendor Central access + Hourly scraping + Deep ML = Sales & Market Share

Full category view · AI-powered

Accurate even through key events like Prime Day & Black Friday

01 Track your products

A full view on your sales & market share performance from category level down to Asin level (1P, 3P or ALL)

02 Benchmark to competitors

Benchmark against your third-party sellers or your main competitors or even to Amazon private-label products.

03 Identify Opportunities

Cross-analyze sales and share gaps against OOS, Price, search (paid & organic), Content, traffic, and conversion.

GET IN TOUCH NOW TO CLAIM:
ONE OF 20 FREE PILOTS



Danish Karim

Danish.karim@nielseniq.com

Granular sales & share for all CPG categories on Amazon

What can you do now to be ready?

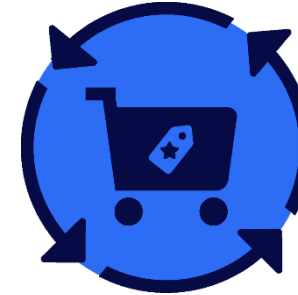
Key Ingredients to Succeed Online are:



The Right Data
Accurate & Exhaustive



The Right Content
Built Intelligently



The Right Execution
Across the Digital Shelf

A Dinâmica do E-commerce na América Latina e no Brasil



**Claudio
Czarnobai**

*Líder de Business
Development para América
Latina, NIQ*

NielsenIQ



Agenda

Visão geral do mercado

Foco no varejo com NIQ Digital Purchases

Brasil em foco



Agenda

Visão geral do mercado

Foco no varejo com NIQ Digital Purchases

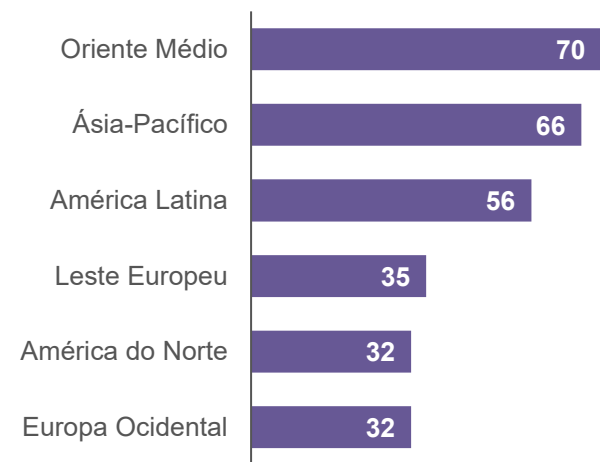
Brasil em foco

A América Latina lidera a adoção de tendências orientais no Ocidente

Europa Ocidental

1. Social

% dos consumidores que fizeram uma compra via redes sociais



TikTok Shop foi o **9º maior varejista** no Digital Purchases do México em 2025

2. Live

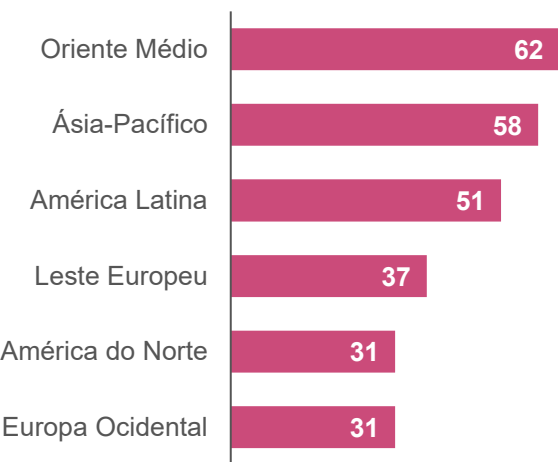
Uma prática consolidada em aplicativos sociais asiáticos chega à América Latina combinando entretenimento com descontos agressivos



Mais de **40 mil** livestreams e **700M** visualizações

3. Quick

% de consumidores que usaram Quick Commerce (entrega em menos de 30 minutos)

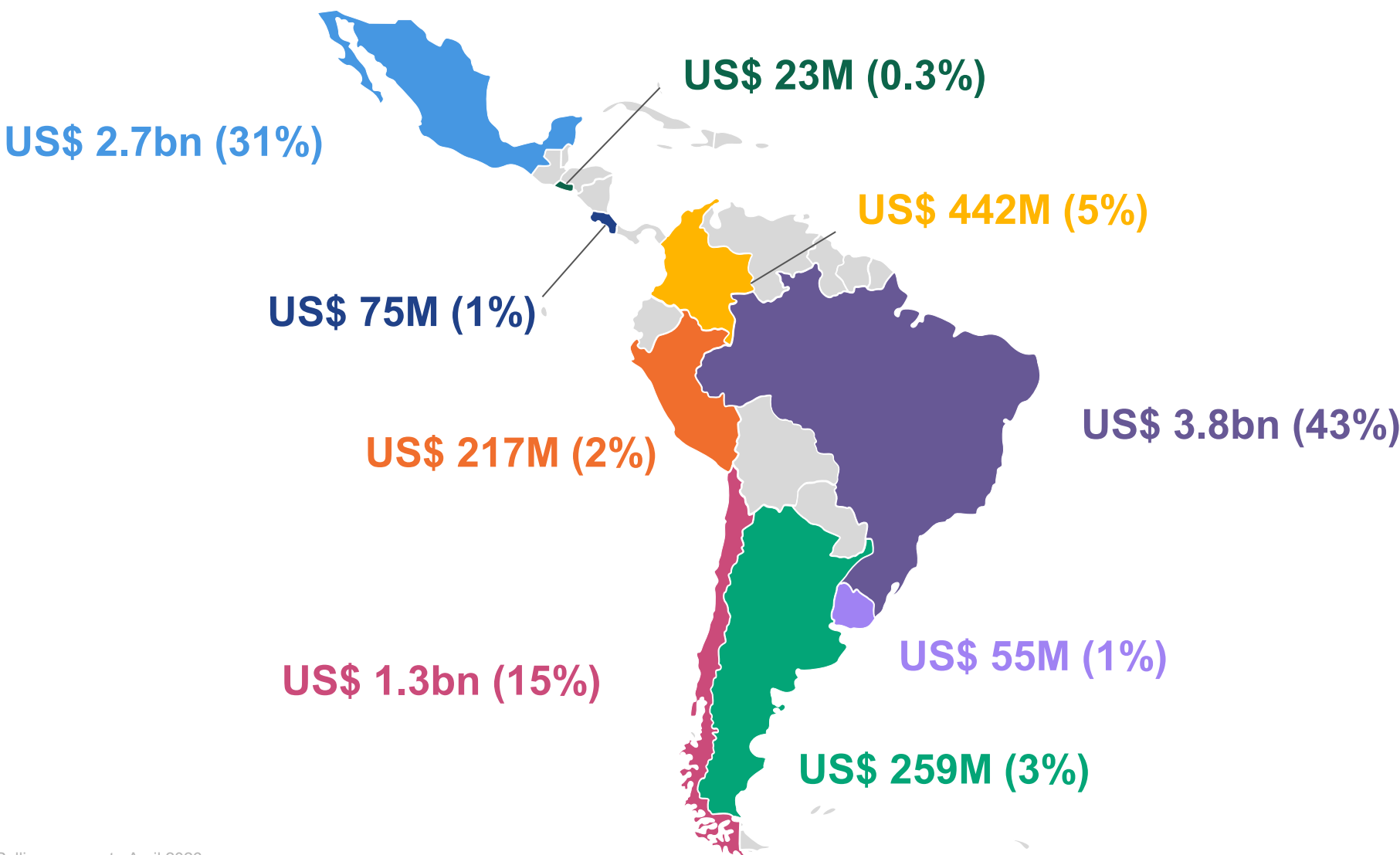


66% dos latinoamericanos dizem que a entrega em 30 minutos é “impressionante e me influenciaria a comprar mais em uma plataforma”

Fontes: NIQ Consumer Outlook June 2025 | NIQ Digital Purchases Mexico | [UOL](#)

E-commerce ultrapassa US\$ 8 bilhões de receita em FMCG na América Latina

Tamanho do mercado de e-commerce FMCG

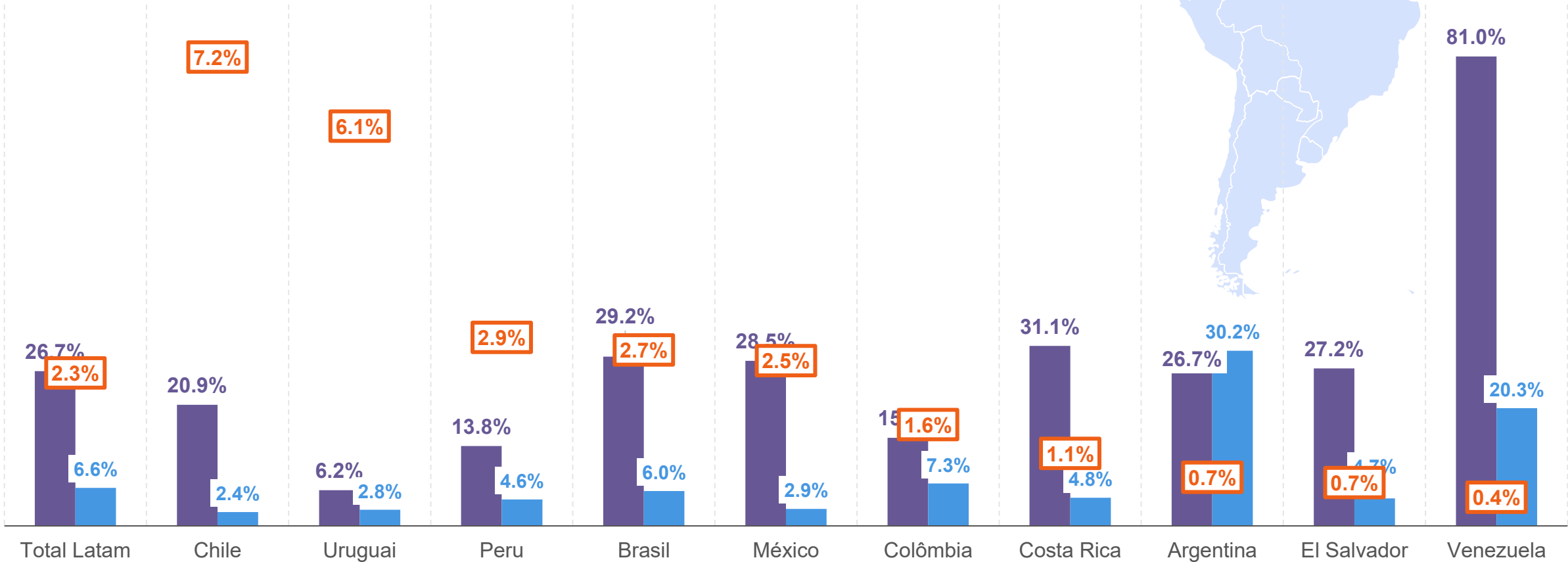


Source: NIQ eRMS – Rolling year up to April 2026

E-commerce continua *superando canais offline*

Variação de vendas em valor | FMCG

■ Online ■ Offline ■ Importância do E-commerce

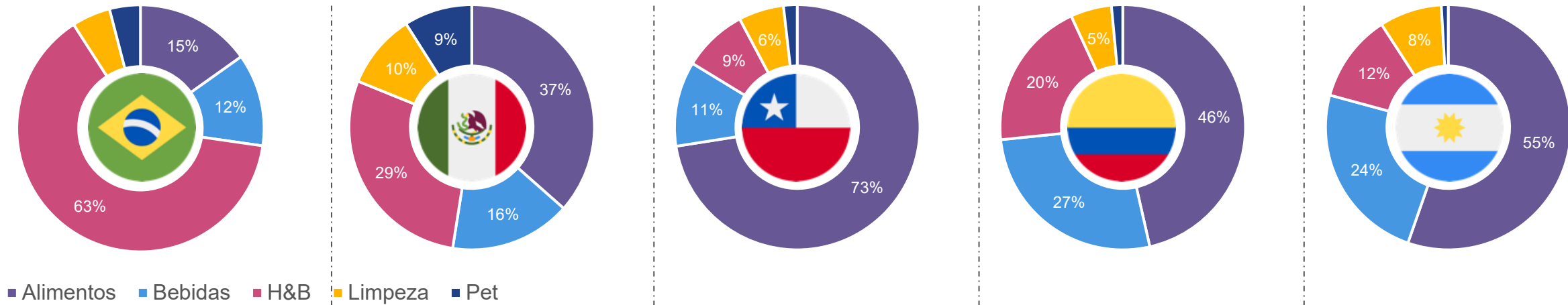


Fonte: NIQ eRMS | Total ecommerce vs. sum of all channels | Total FMCG | Value sales | Rolling year up to April 2026 vs. 2025

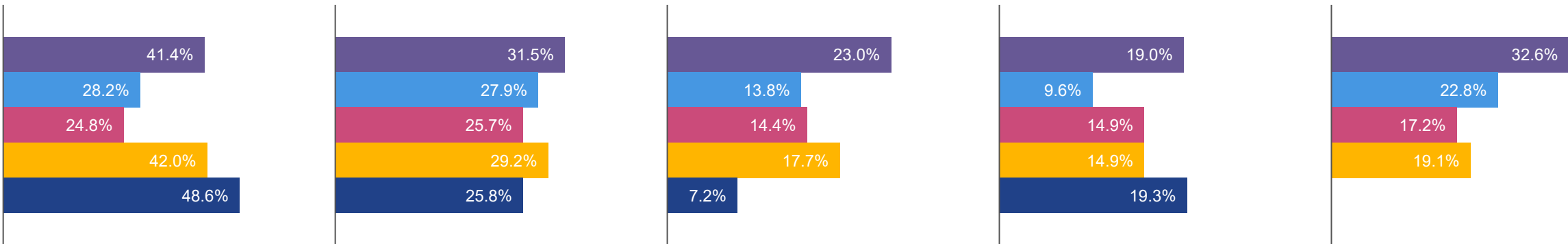
Cesta de Alimentos costuma crescer mais rápido enquanto as Bebidas fica para trás

4 dos 5 principais mercados têm Alimentos como a cesta de FMCG mais importante, enquanto o Brasil está altamente concentrado em H&B

Importância das Cestas

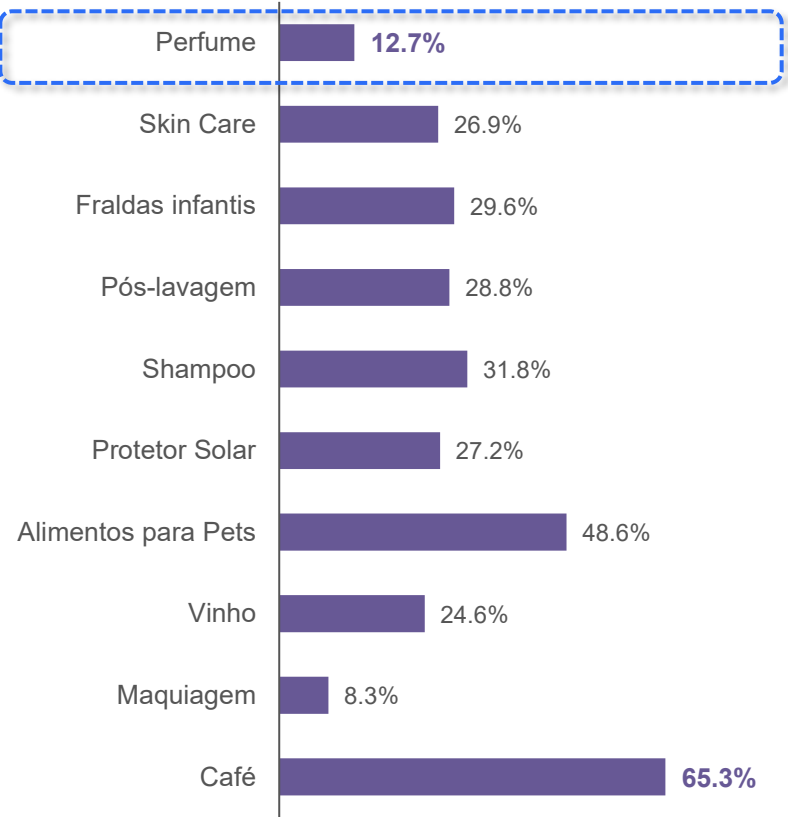


Baskets performance



Fonte: NIQ eRMS | Total ecommerce | FMCG categories grouped by baskets | Value sales | Rolling year up to April 2026 vs. 2025

Variação de vendas em valor para as 10 principais categorias de FMCG no Brasil



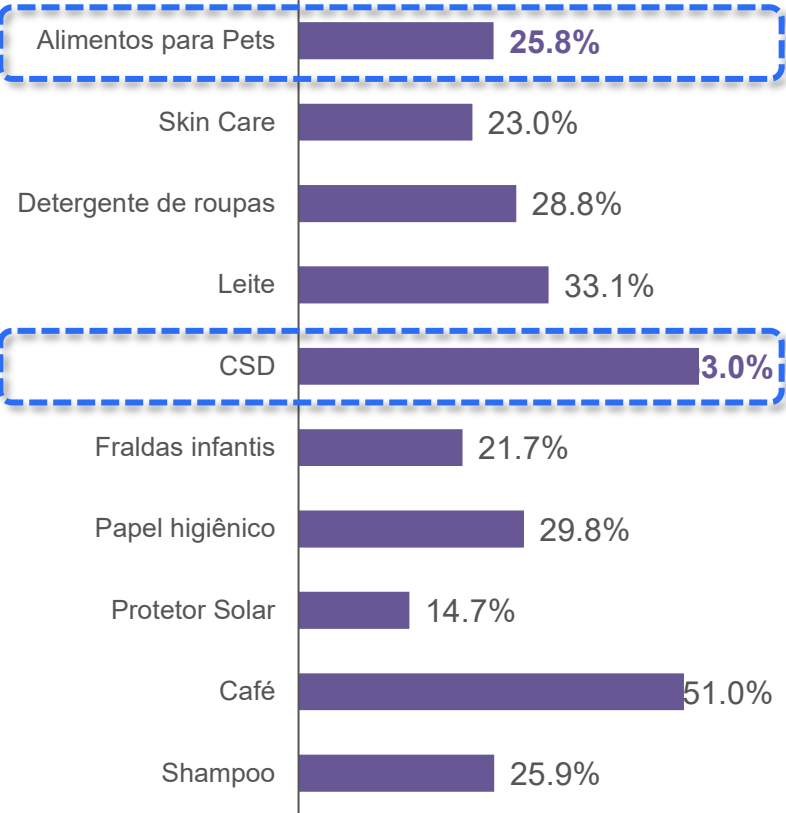
	Penetração	Frequência	Unidades por visita	Gasto por visita
Atual	26.7%	3.3	4	U\$ 14.43
Variação	+3.0pp	0.0	-0.8	-8.1%

	Penetração	Frequência	Unidades por visita	Gasto por visita
Atual	6.4%	1.4	239 ml	U\$ 25.29
Variação	+1.1pp	-0.1	-13.2%	-17.5%

	Penetração	Frequência	Unidades por visita	Gasto por visita
Atual	1.2%	1.5	861 g	U\$ 12.39
Variação	0.0pp	-0.5	+21.7%	+42.4%

Fonte: NIQ eRMS – Value sales variation for top 10 categories on rolling year up to April 2026 vs. 2025 | NIQ CPS – Purchase behavior on rolling year up to March 2026 vs. 2025

Variação de vendas em valor para as 10 principais categorias de FMCG no México



FMCG



ALIMENTO PARA PET



CSD



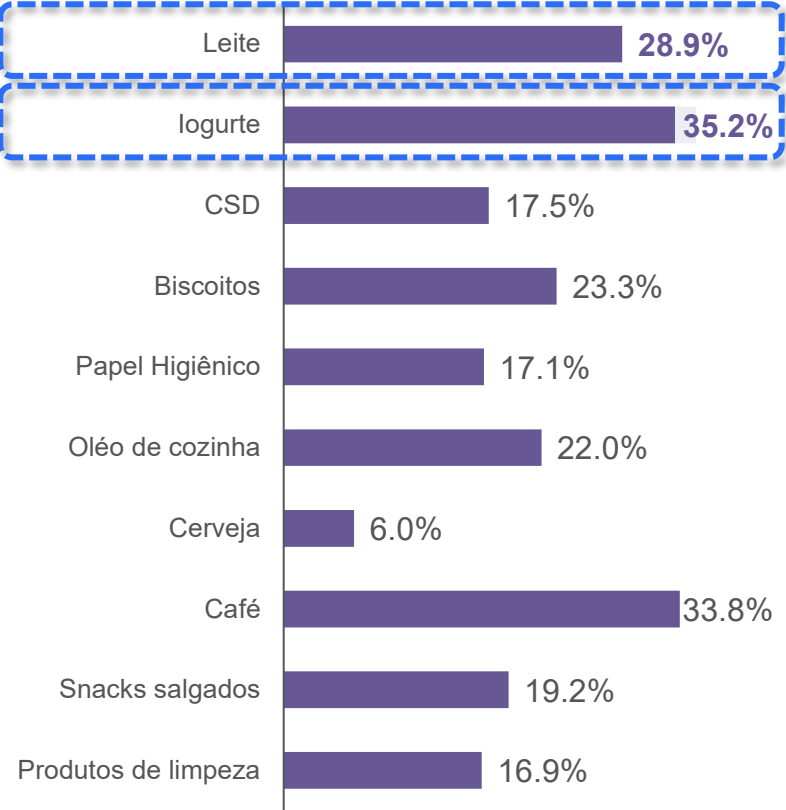
	Penetração	Frequência	Unidades por visita	Gasto por visita
Atual	14.2%	5.2	9	U\$ 26.07
Variação	+1.6pp	-0.5	-0.5	+6.2%

	Penetração	Frequência	Unidades por visita	Gasto por visita
Atual	3.2%	2.8	10 kg	U\$ 33.08
Variação	+1.0pp	-0.1	+7.8%	+7.0%

	Penetração	Frequência	Unidades por visita	Gasto por visita
Atual	1.9%	3.4	4.6 L	U\$ 3.95
Variação	0.0pp	+0.2	+10.6%	+8.9%

Sources: NIQ eRMS – Value sales variation for top 10 categories on rolling year up to April 2026 vs. 2025 | NIQ CPS – Purchase behavior on rolling year up to April 2026 vs. 2025

Variação de vendas em valor para as 10 principais categorias de FMCG no Chile



FMCG



	Penetração	Frequência	Unidades por visita	Gasto por visita
Atual	34.3%	8.7	27	U\$ 51.83
Variação	-0.2pp	-0.5	+0.3	+5.7%

LEITE



	Penetração	Frequência	Unidades por visita	Gasto por visita
Atual	19.6%	5.1	5 L	U\$ 7.13
Variação	+0.2pp	0.0	+2.5%	+6.3%

IOGURTE



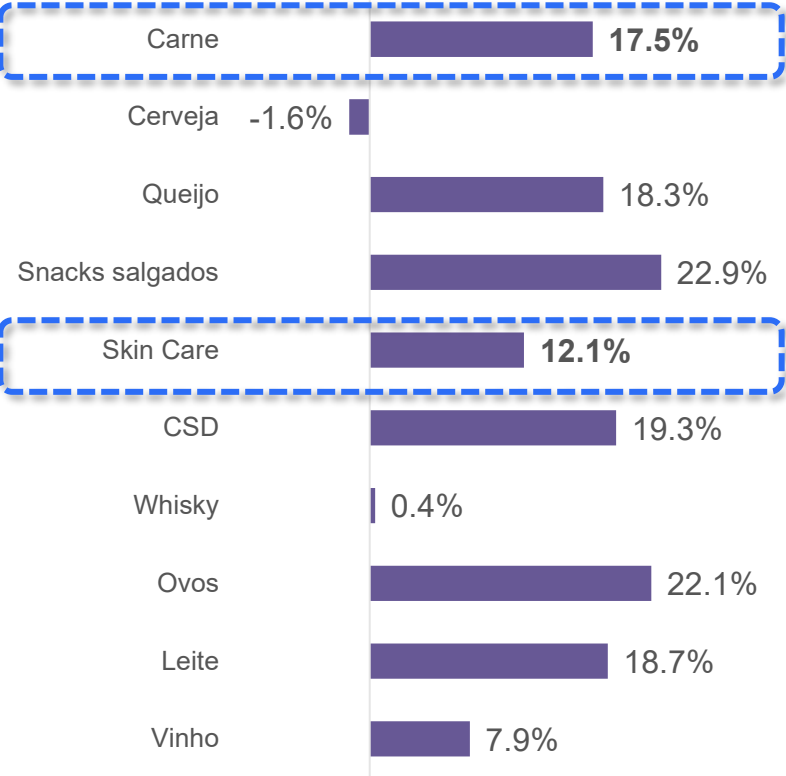
	Penetração	Frequência	Unidades por visita	Gasto por visita
Atual	17.9%	6.1	1.6 L	U\$ 5.31
Variação	-1.6pp	+0.5	+2.1%	+8.4%

Fonte: NIQ eRMS – Value sales variation for top 10 categories on rolling year up to April 2026 vs. 2025 | NIQ CPS – Purchase behavior on rolling year up to April 2026 vs. 2025

A Colômbia tem mais espaço para aumentar a penetração do e-commerce



Variação de vendas em valor para as 10 principais categorias de FMCG no Colômbia



FMCG



	Penetração	Frequência	Unidades por visita	Gasto por visita
Atual	5.7%	1.8	3	U\$ 14.37
Variação	+0.2pp	+0.2	-1.4	+8.7%

CARNE



	Penetração	Frequência	Unidades por visita	Gasto por visita
Atual	0.7%	1.1	473 g	U\$ 6.52
Variação	0.0pp	-0.4	-32.0%	+13.7%

SKIN CARE



	Penetração	Frequência	Unidades por visita	Gasto por visita
Atual	1.5%	1.3	318 g	U\$ 10.93
Variação	+0.2pp	+0.2	+28.7%	+75.8%

Fonte: NIQ eRMS – Value sales variation for top 10 categories on rolling year up to April 2026 vs. 2025 | NIQ CPS – Purchase behavior on rolling year up to March 2026 vs. 2025



Agenda

Visão geral do mercado

Foco no varejo com NIQ Digital Purchases

Brasil em foco

Entendendo o Digital Purchases: e-shopper da NIQ

Disponível no México (agora) e no Brasil (Julho 2026)

O que é

Digital Purchases é uma ferramenta que transforma **tickets digitais** de compras online em insights acionáveis para escalar o mercado, entender os consumidores e otimizar portfólio, preço e ativação no e-commerce.

Como funciona

Os dados são coletados por meio do Cleanfox, um limpador de caixas de entrada para iOS, Android e Web. Ele compila milhões de recibos eletrônicos de **e-mails de confirmação de compra**.

O painel

Um **painel de conveniência** é um grupo de indivíduos que decidem pessoalmente participar de pesquisas de mercado, não guiados por critérios estatísticos. O painel do Brasil conta com mais de 70.000 consumidores.

As métricas

Para todas as compras online e click & collect, a metodologia coleta: origem (varejista), data e hora, valor total gasto, local de entrega (cidade/região), lista de produtos e seus respectivos preços individuais.



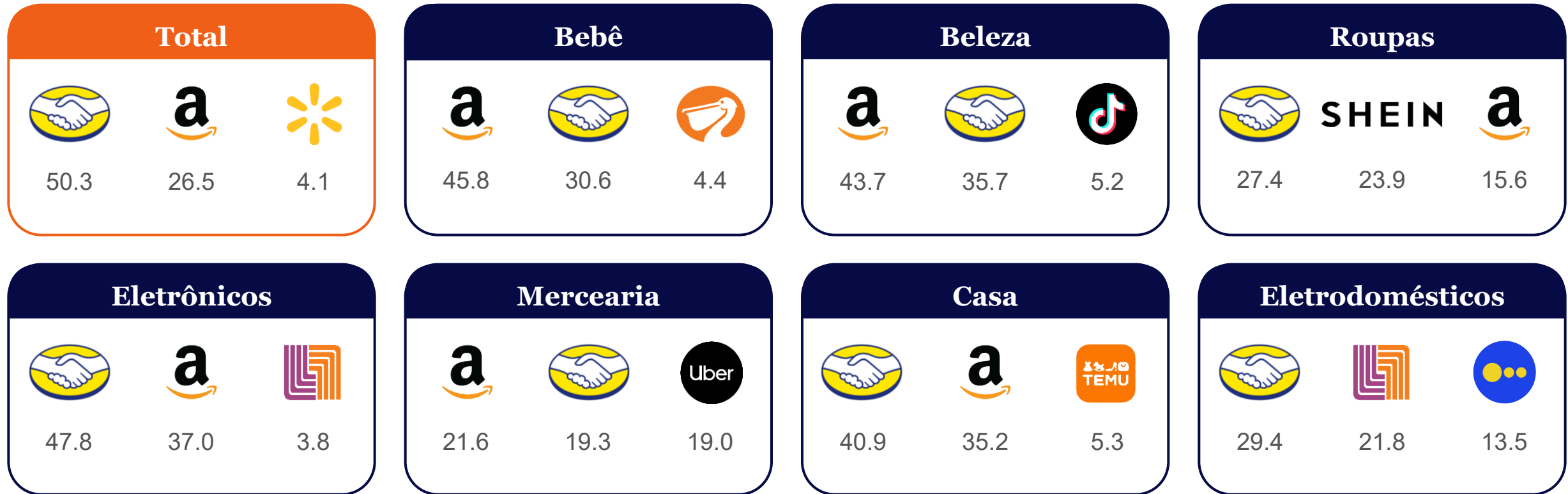
Nota metodológica: Os números de ponto de venda (POS) são estimativas baseadas em GSMA, Statista, Omdia, Previsão de Dados de Mercado e informações públicas de operadores e varejistas



O cenário do varejo varia entre as cestas

Especialistas se destacam em Roupas, Supermercados, Eletrônicos e Eletrodomésticos

Percentual de participação em valor dos varejistas por cesta



Fonte: NIQ Digital Purchases | Total Mexico | Total ecommerce and category groups | Total shopper expend | Full year 2025

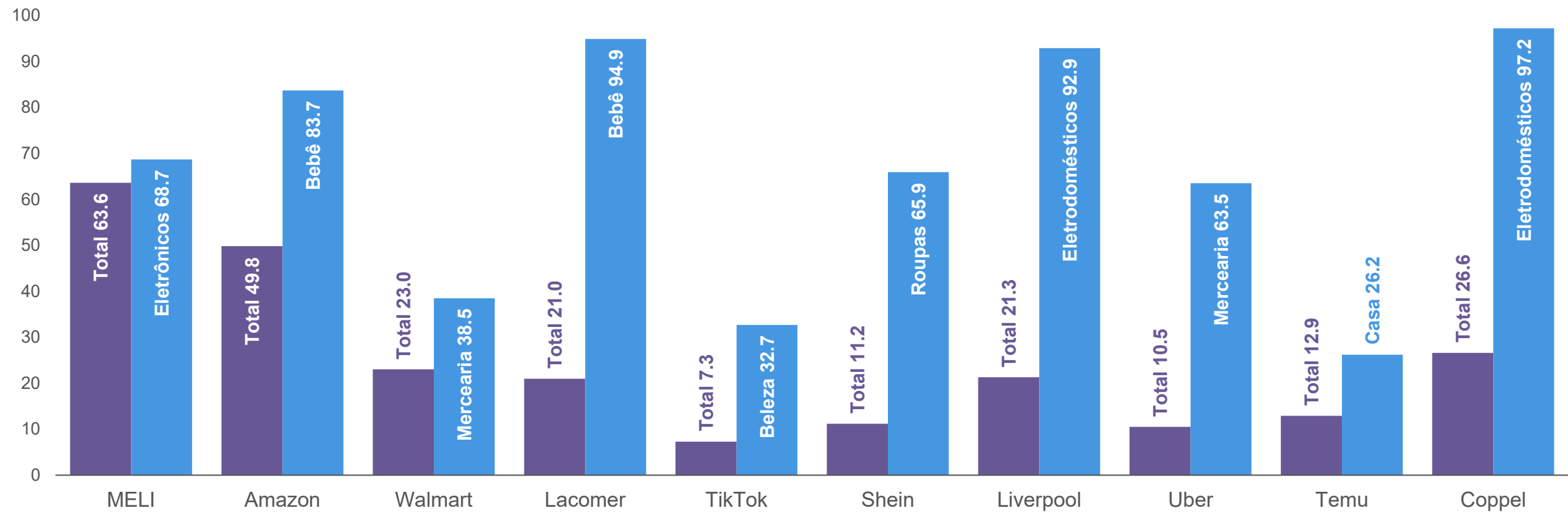


Os varejistas desenvolvem lealdade em sua base de consumidores

Especialmente nas cestas principais para bandeiras especializadas

Lealdade ao Varejista – share of wallet entre os shoppers

■ Total ■ Cesta Principal



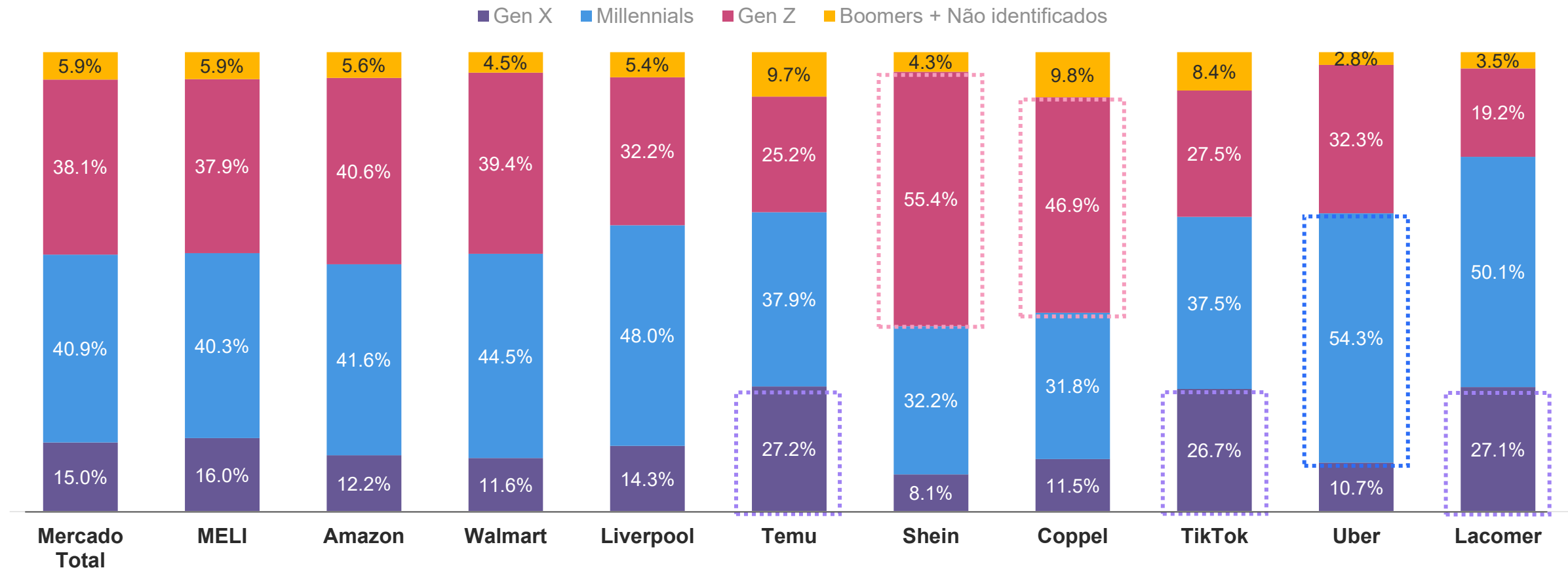
Fonte: NIQ Digital Purchases | Total Mexico | Total ecommerce and category groups | Retailer's share of expend among their respective buyers | Full year 2025



Perfis diferentes de shoppers podem ser direcionados pelos varejistas

Embora a base do e-commerce seja composta pelas Gerações Y e Z, alguns varejistas diferenciam

Importância das gerações para o gasto total



Fonte: NIQ Digital Purchases | Total Mexico ecommerce | Importance of generations for the expend in each retailer | Full year 2025



Agenda

Visão geral do mercado

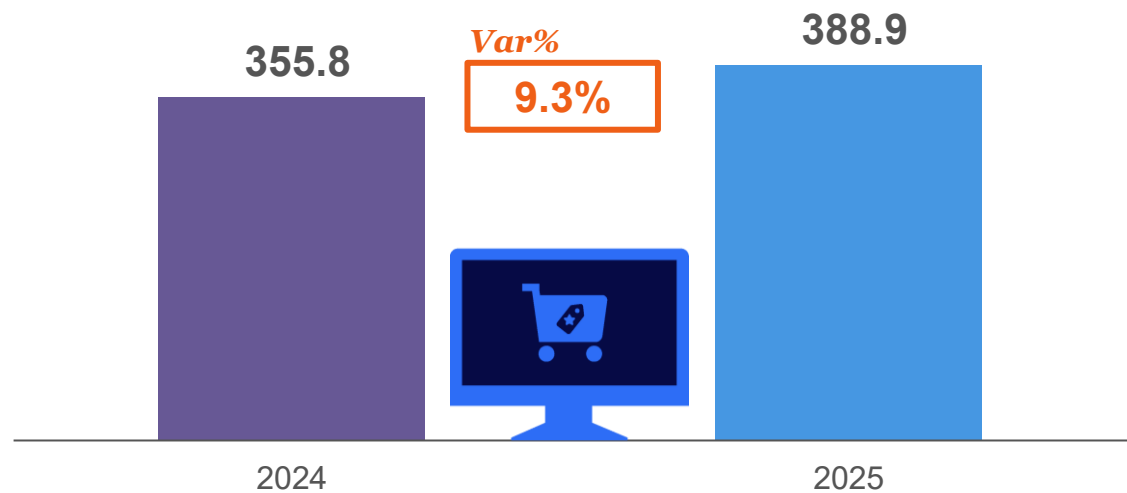
Foco no varejo com NIQ Digital Purchases

Brasil em foco

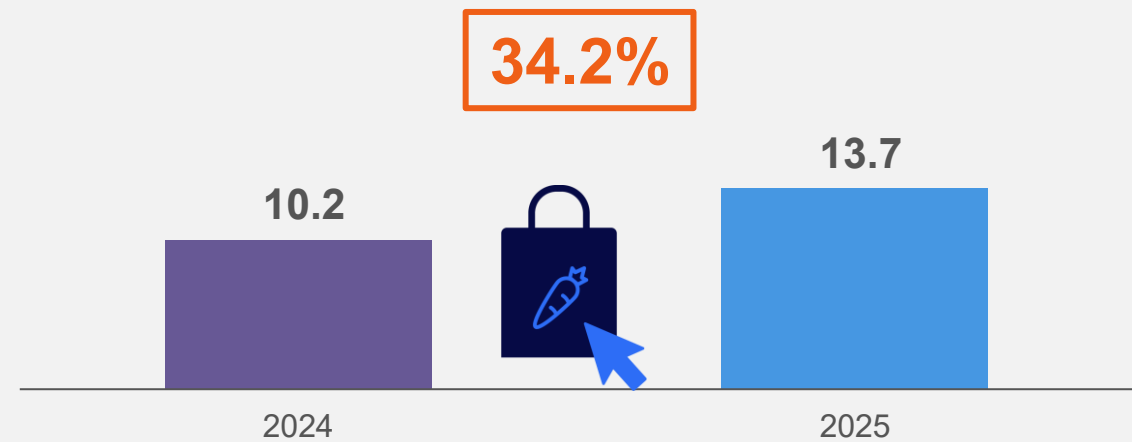
NielsenIQ

As vendas online apresentaram crescimento de 9% em 2025, enquanto para as categorias FMCG o *crescimento chegou a 34% no canal*

Total E-commerce - valor 2024, 2025



FMCG* - E-commerce - valor 2024, 2025

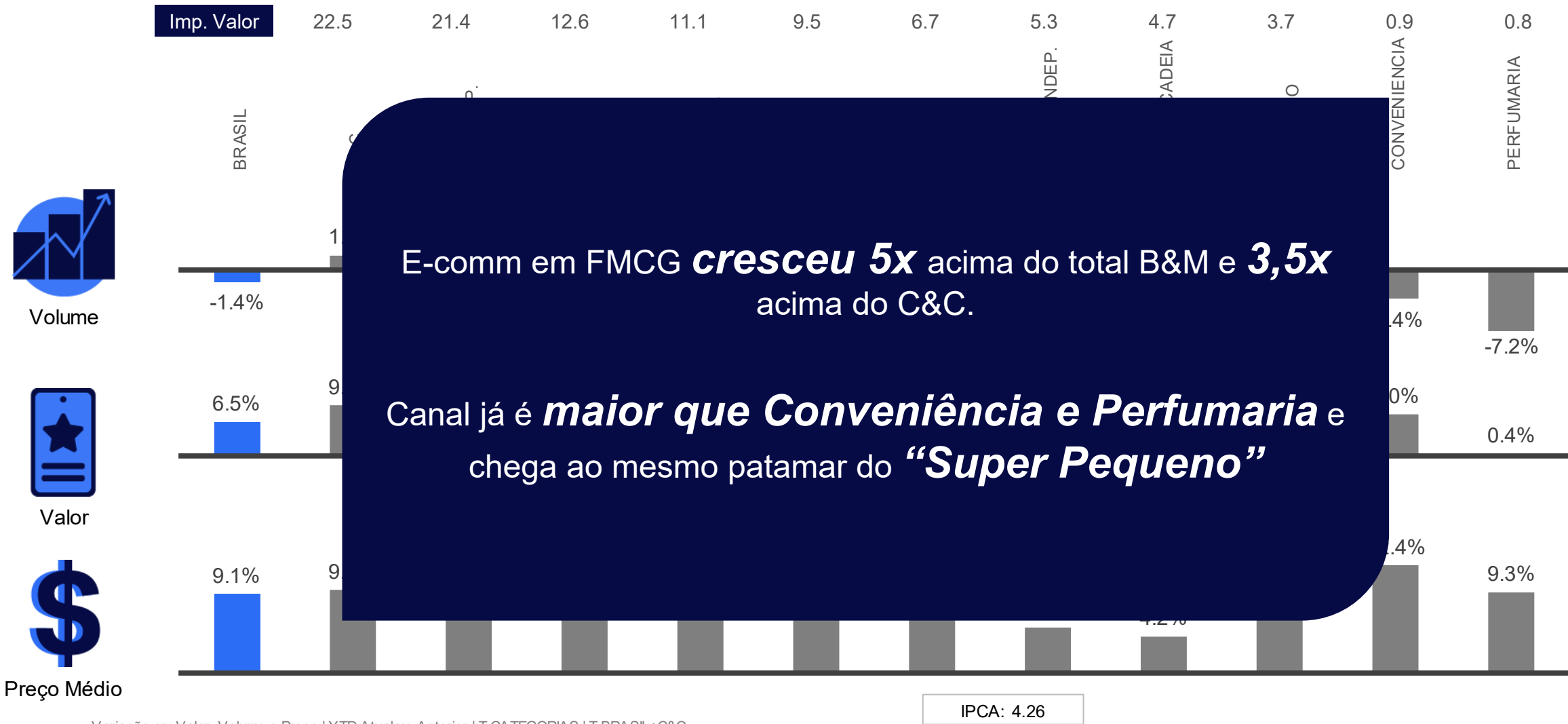


Em GMV(R\$) em bilhões de reais

*As Cestas FMCG no E-commerce contemplam 51 categorias distribuídas entre Alimentos, Bebidas, H&B e Limpeza.

Fonte: NIQ Total E-commerce - Evolução de vendas em GMV e variação de vendas | FMCG Omni Scan - Evolução de vendas em GMV e variação de vendas - Período: 2025 vs 2024.

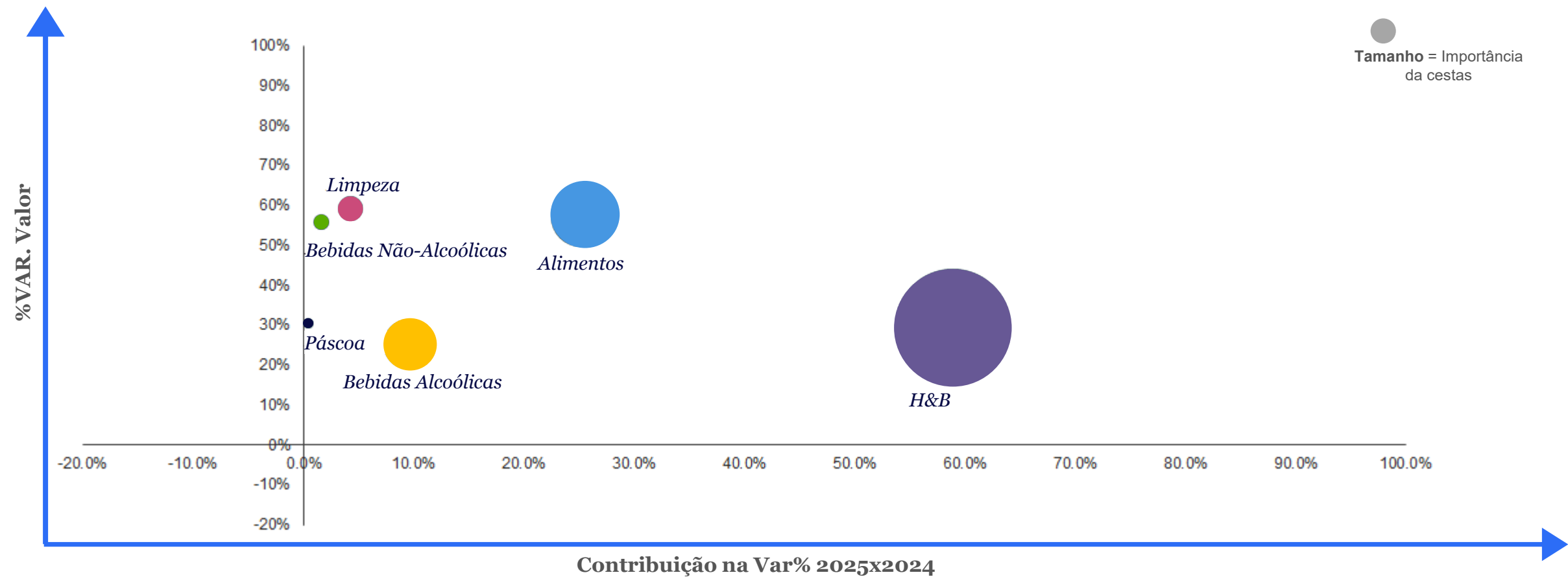
Bar e Pequeno varejo impulsionam a retração de consumo em 2025, enquanto o varejo moderno cresce no cenário de dualidade



Variação em Valor, Volume e Preço | YTD Atual vs Anterior | T.CATEGORIAS | T.BRASIL+C&C
Fonte: NielsenIQ | Retail Index

A dinâmica de FMCG combina forte contribuição de H&B e Alimentos com crescimento acelerado da cesta de Limpeza

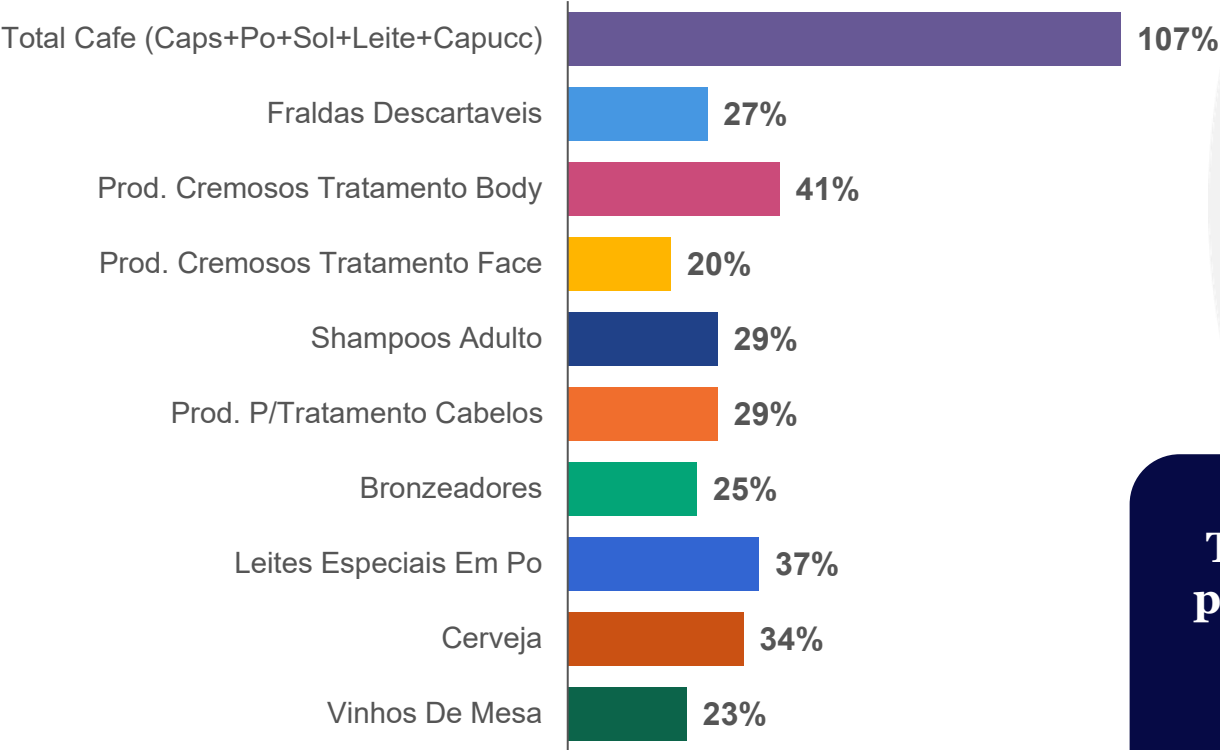
Matriz – Cestas FMCG em Importância, Var% e Contribuição na Variação%



Fonte: NIQ E-commerce - FMCG Scan I Online | Período: 2025 vs 2024

Crescimento concentrado: Café e categorias de tratamento lideram a contribuição para o avanço das vendas FMCG

Var de Vendas das Top 10 categorias em contribuição



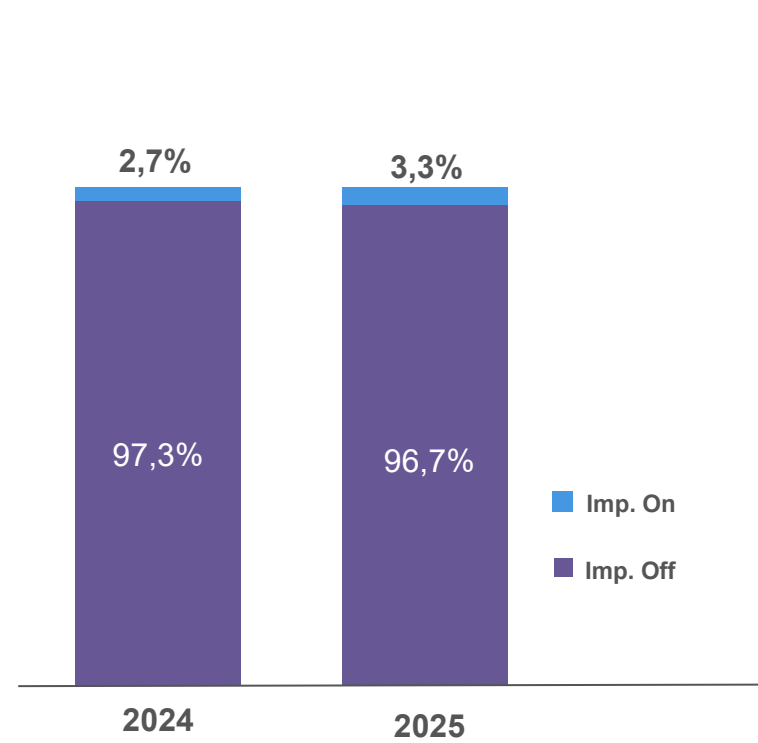
**Total contribuição
para ganho (top 10)
61,0%**



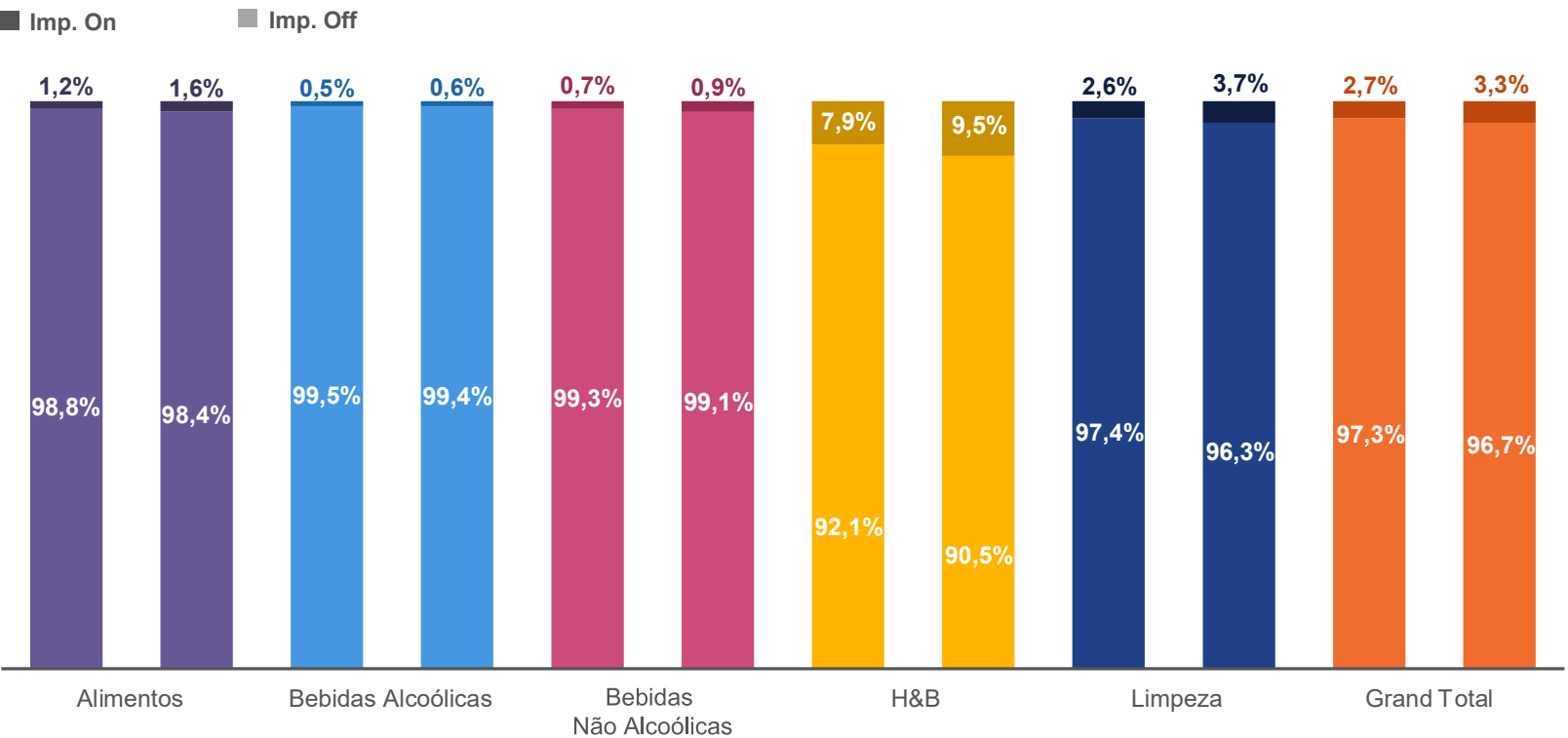
Fonte: NIQ E-commerce - FMCG Scan I Online | Período: 2025 vs 2024

E-commerce ganha importância nas cestas FMCG; a cesta de H&B é mais representativa e cresce no período

Importância e Var% em valor

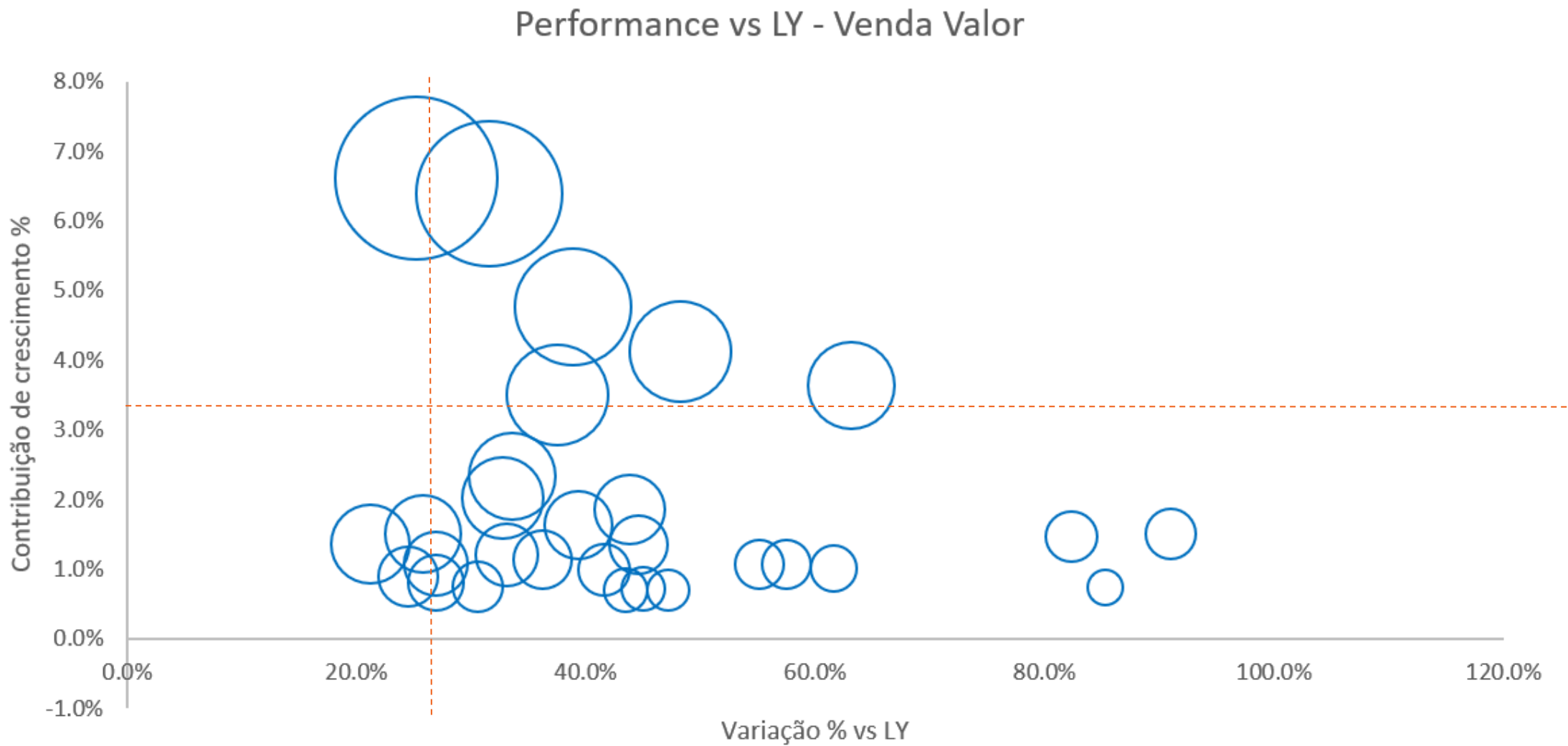


Importância em valor dos canais por Cesta – FMCG – Omni Retail



Fonte: NIQ E-commerce - Importância valor – FMCG Retail | Online x Offline – Categorias Omini (46 categorias) | Período: 2025 vs 2024

Cross Industry Meter



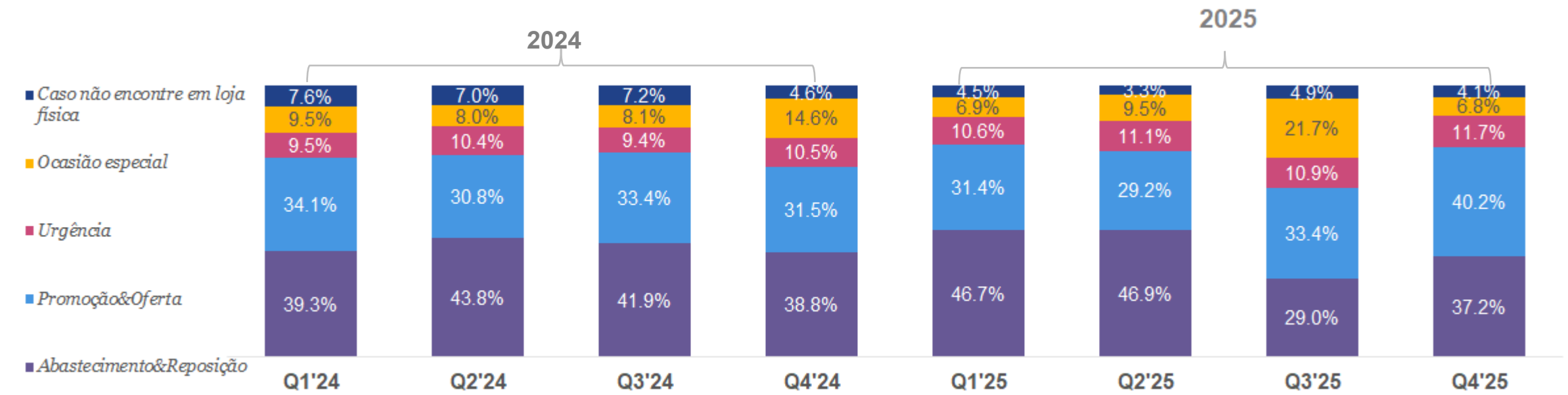
Fonte: NielsenIQ Retail Measurement | BR - EBIT - OMNI - MT | Entire Dataset

A Jornada do Shopper



Abastecimento & Reposição e Promoções se consolidam como principais missões de compras no e-commerce

Evolução de Missão de compra – 2024 a 2025

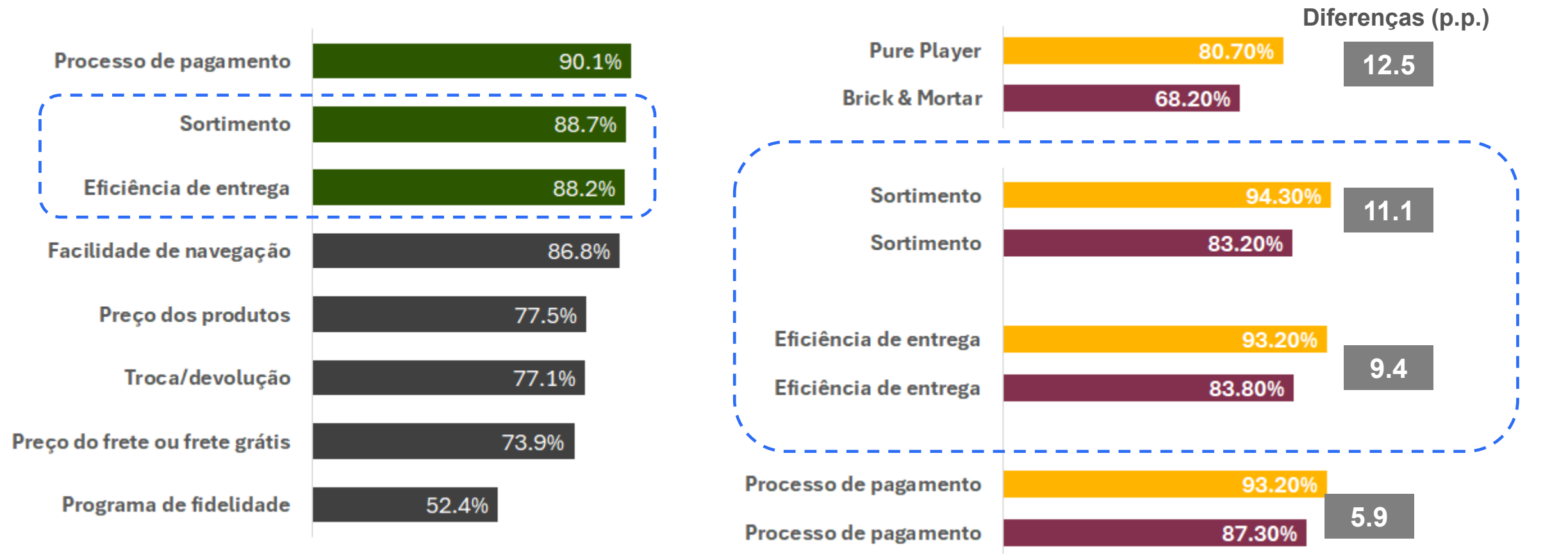


As categorias de **Alimentos & Bebidas**, **Saúde** e **Perfumaria & Cosméticos** são as mais importantes para a missão de **Abastecimento e Reposição**.

Fonte: NIQ E-commerce – Top of Mind - Evolução de intenção – missão de compra | Período: Q1 2024 a Q4 2025.

Sortimento e eficiência de entrega são quesitos pelos quais o e-commerce é reconhecido

Índice de avaliação promotora por quesito e tipo de operação



Fonte: NIQ Ebit - Webshoppers 50 – Pesquisa de lojas que operam no e-commerce – Campo: Julho 2024

Amazon é a plataforma mais lembrada pelos consumidores do e-commerce

Contudo, há diferenças entre recortes de produto, com Mercado Livre sendo um outro destaque

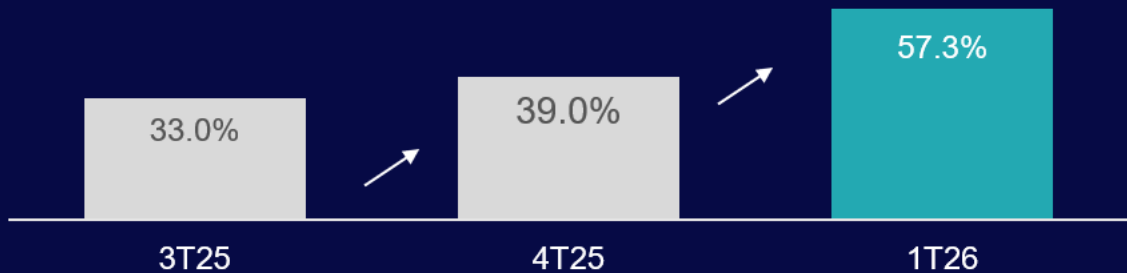
“Qual a primeira loja lembrada para comprar online?”



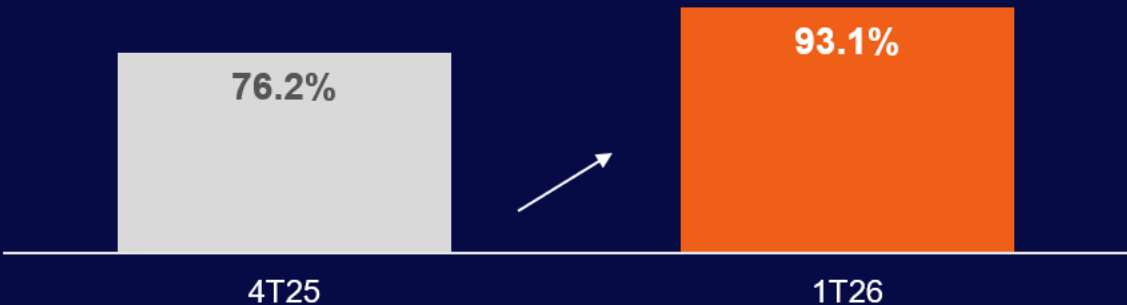
Novas plataformas se tornam cada vez mais relevantes no repertório do brasileiro

Assim como nas intenções de compra

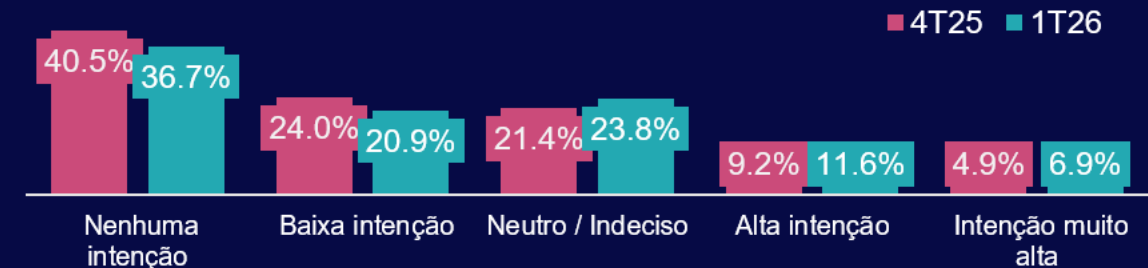
O número de shoppers que já conhece a plataforma de compras Tiktok Shop cresceu 18.3 p.p de um trimestre para o outro



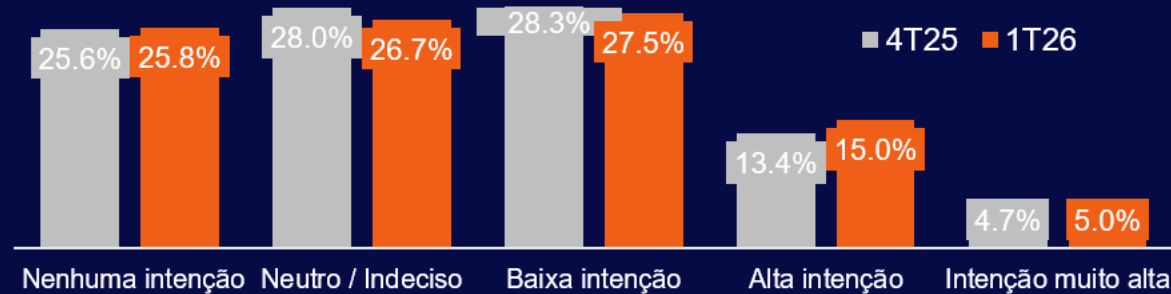
Os respondentes que conhecem a Temu tiveram crescimento de 16,9 p.p em relação ao trimestre anterior.



63,3% dos shoppers tem alguma intenção ou estão indecisos em comprar pela plataforma



74,2% tem alguma intenção ou estão indecisos em comprar pela plataforma



Principais destaques

Visão geral



O crescimento contínuo do e-commerce torna-se ainda mais importante diante da desaceleração dos canais offline. A penetração ainda é um fator relevante, enquanto o tamanho da compra diferencia as categorias em crescimento

Digital Purchases



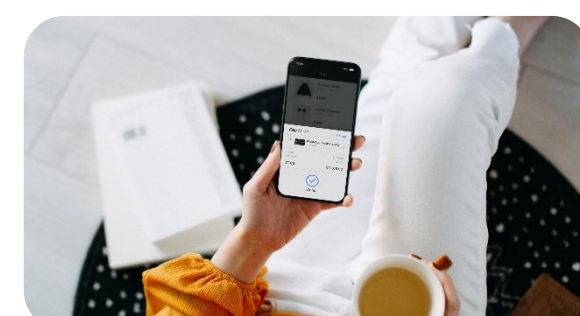
Os principais pure players continuam liderando o mercado, mas lojas especializadas conquistam a fidelidade dos consumidores em suas respectivas cestas. A demografia entra na mistura, com diferentes gerações se destacando entre os varejistas.

Tendências globais



A IA e as redes sociais conectam as etapas de descoberta, pesquisa e compra de produtos. Marcas que atendem clientes em todos esses pontos de contato aumentarão suas chances de sucesso.

Omni Brasil



Acompanhe todas as tendências do desempenho das suas marcas e categorias nos canais de e-commerce com a Mensuração do E-commerce da NielsenIQ.

Obrigado!

O Full View dos consumidores

Junho 2026