









### GENERAL INFORMATION - 2016

 <b>Population</b> 207.7 Millions	 <b>GDP</b> 1 795 926 Millions current US\$	 <b>Merchandise trade</b> 328 754 Millions current US\$
 <b>Internet users</b> 126.4 Millions	 <b>GDP growth</b> -3.6 %	 <b>Land area</b> 8 358 140 km2

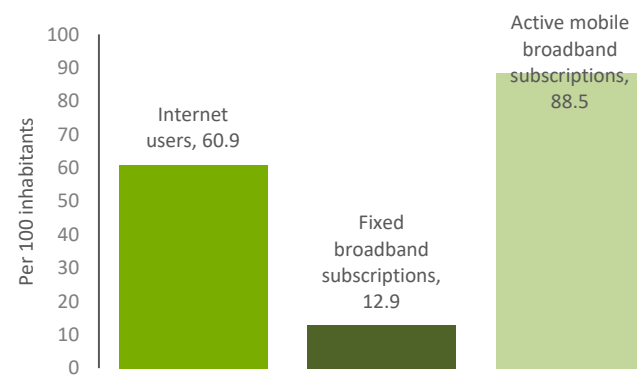
Source: UNCTAD and ITU (complete URL addresses in the General Notes)

### E-COMMERCE ASSESSMENT - 2017

<b>Rank in UNCTAD B2C E-commerce Index</b>	<b>Rank in ITU ICT Development Index</b>	<b>Rank in WEF Networked Readiness Index</b>
62/144	66/176	72/139

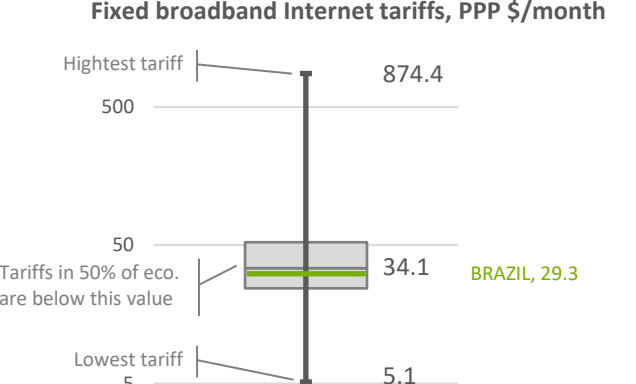
Source: UNCTAD, ITU and WEF (complete URL address in the General Notes) Note: 1 = Best

### ICT INFRASTRUCTURE AND SERVICES - 2016



Metric	Value
Internet users	60.9
Fixed broadband subscriptions	12.9
Active mobile broadband subscriptions	88.5

#### Fixed broadband Internet tariffs, PPP \$/month

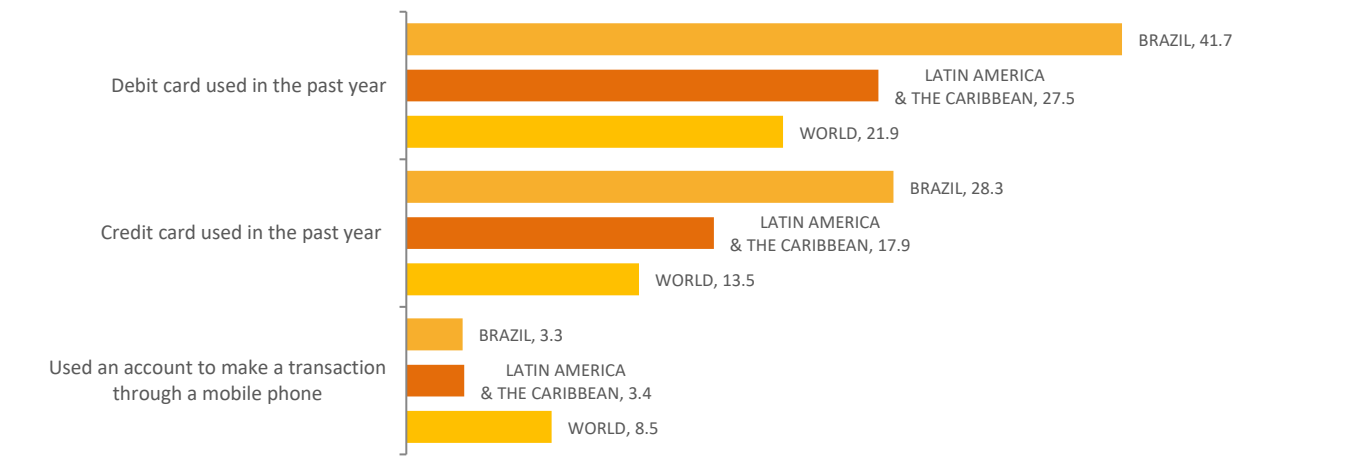


Statistic	Value
Highest tariff	874.4
50th Percentile (Median)	34.1
Brazil (2016)	29.3
25th Percentile	~15
10th Percentile	5
Lowest tariff	5.1

Tariffs in 50% of eco. are below this value

Source: ITU (complete URL address in the General Notes)

### PAYMENTS - 2014



Method	Brazil	Latin America & the Caribbean	World
Debit card used in the past year	41.7	27.5	21.9
Credit card used in the past year	28.3	17.9	13.5
Used an account to make a transaction through a mobile phone	3.3	3.4	8.5

Source: World Bank (complete URL address in the General Notes)

## COUNTRY PROFILE: BRAZIL

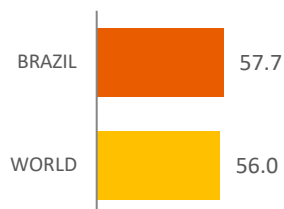


### TRADE LOGISTICS - 2016

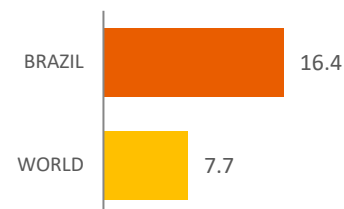
#### Percent of population having mail delivered at home



#### Postal reliability index (0 to 100, 100 = Best)



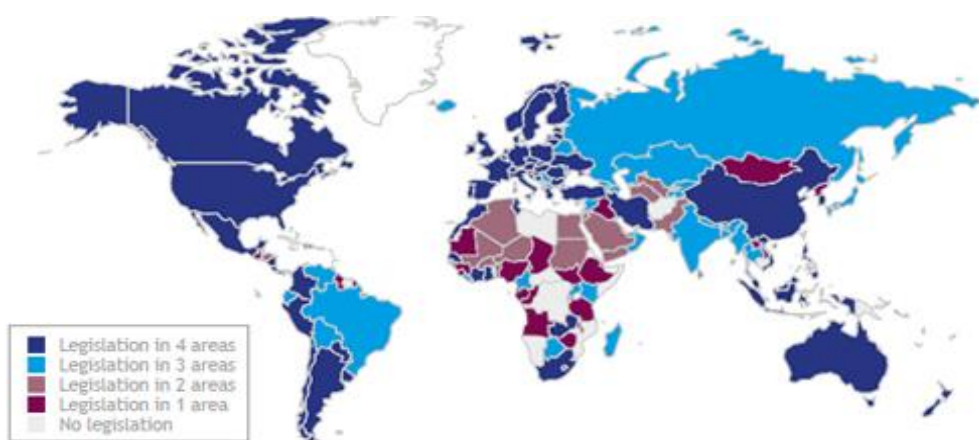
#### Days to clear direct exports through customs



Source: UPU and World Bank (complete URL addresses in the General Notes)



### LEGAL AND REGULATORY FRAMEWORKS - 2017



#### BRAZIL

Electronic Transactions:	Legislation
Consumer Protection:	Legislation
Privacy and data protection:	Draft legislation
Cybercrime:	Legislation

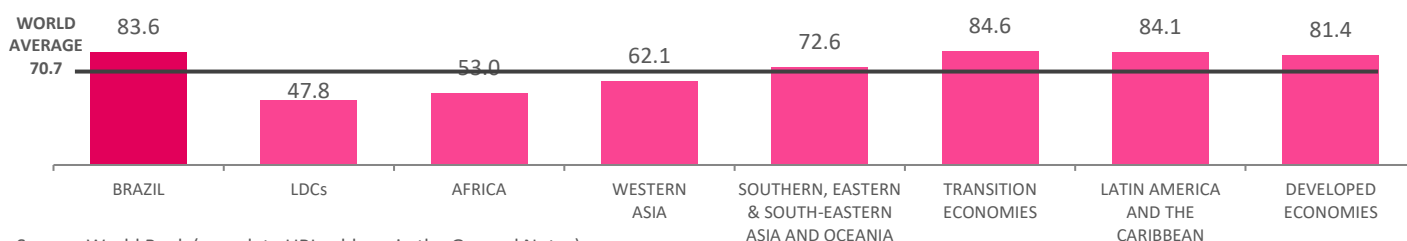
Source: UNCTAD

For more information see: [http://unctad.org/en/Pages/DTL/STI\\_and ICTs/ICT4D-Legislation/eCom-Global-Legislation.aspx](http://unctad.org/en/Pages/DTL/STI_and ICTs/ICT4D-Legislation/eCom-Global-Legislation.aspx)



### SKILLS DEVELOPMENT - 2013-17

#### Percentage of firms using e-mail to interact with clients/suppliers

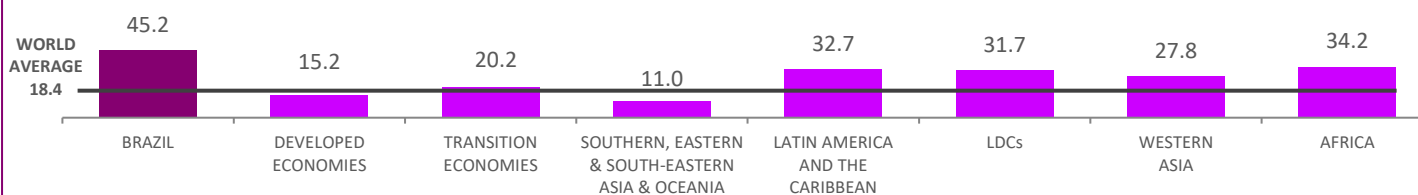


Source: World Bank (complete URL address in the General Notes)



### FINANCING FOR eCOMMERCE - 2014-15

#### Percentage of firms identifying access to finance as a major constraint



Source: World Bank (complete URL address in the General Notes)

## COUNTRY PROFILE: GENERAL NOTES

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### NOTES:

- For merchandise trade - sum of exports and imports.
- Country groups are weighted using population for most indicators with the exception of those on skills development, financing for e-commerce and days to clear direct exports through customs.

### SYMBOLS FOR MISSING VALUES:

0: Zero means nil or negligible

#N/A: Not available or not publishable

### FOR MORE INFORMATION ON DATA SOURCES SEE:

- ITU, World Telecommunication/ICT Indicators database: <http://www.itu.int/en/ITU-D/Statistics/Pages/publications/wtid.aspx>
- UNCTAD, UNCTADStat: <http://unctadstat.unctad.org>
- UPU, Postal Statistics: <http://www.upu.int/en/resources/postal-statistics/about-postal-statistics.html>
- World Bank, E-trade Indicators: <http://wits.worldbank.org/analyticaldata/etrade-indicators.aspx>
- WEF, Networked Readiness Index: <http://reports.weforum.org/global-information-technology-report-2016/networked-readiness-index>

### DISCLAIMER:

- The designations employed do not imply the expression of any opinion concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

### GENERATION DATE:

3 July 2018