2024

Global Digital Shopping Index

Brazil Edition

What is
**Click-and-Mortar™
shopping?**

Click-and-Mortar™ shopping involves both digital tools and physical locations—when a consumer researches a product online, verifies it is available locally, and picks it up in-store that same day, for example. It is replacing the siloed world of online-only or in-store-only shopping.

The full **2024 Global Digital Shopping Index: The rise of the Click-and-Mortar™ shopper and what it means for merchants**

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2024 Global Digital Shopping Index: U.K. Edition was commissioned by Visa Acceptance Solutions, and PYMNTS Intelligence conducted the research and produced the report. • This report draws on insights from a survey of 13,904 consumers and 3,512 merchants across seven countries from Sept. 27, 2023, to Dec. 1, 2023. To learn more about our data, reference the full methodology at the end of this report. • PYMNTS retains full editorial control over the following content, findings, methodology, and data analysis. • Click-and-Mortar™ is a registered trademark of What's Next Media and Analytics.

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What's **at stake**

—

A key development in Brazil's retail sector has been the rise of Click-and-Mortar™ shopping: Just less than half of consumers in the country have adopted these shopping strategies, and Brazil trails only Saudi Arabia's adoption rate of 55%. The Click-and-Mortar™ approach, which blends online and in-store shopping experiences through digital features, has rapidly gained traction worldwide, and Brazil's merchants have the opportunity to emerge as a leading market in feature adoption.
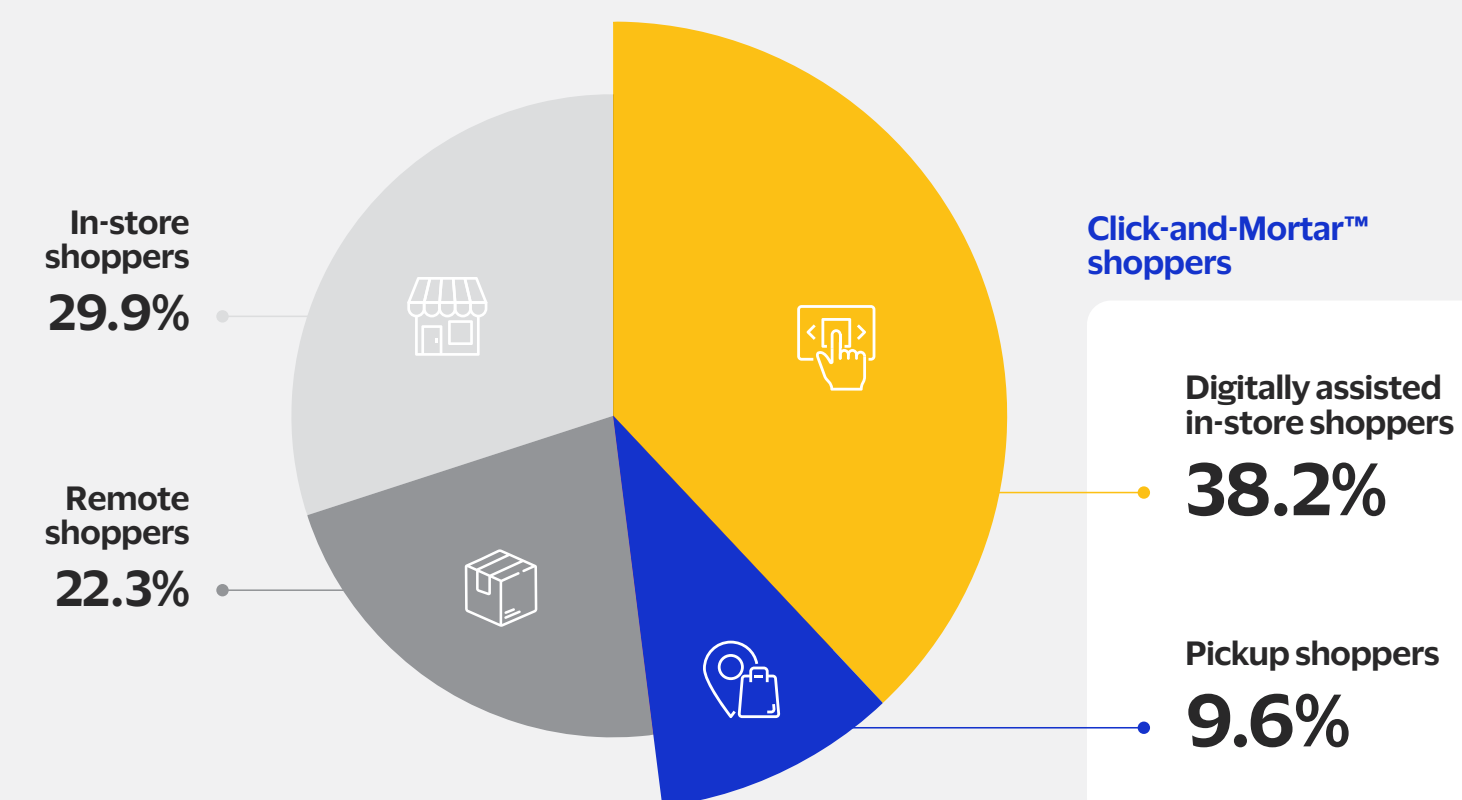
Despite Brazil's consumers' clear preference for the convenience of digital features while shopping in physical stores, data shows a noticeable gap in the availability of these digital features. Simply put, consumers in Brazil want to use digital features in stores, but not enough merchants are providing them yet. This gap offers an opportunity for savvy merchants to add features and improve local customers' shopping experiences—and translate the negative into a net positive for Brazil's merchants.

Highlighting the importance of Click-and-Mortar™ shopping trends is the widespread use of digital features across different income levels in Brazil. Click-and-Mortar™ accounts for more than 46% of high-income shoppers and peaks for low-income shoppers, with 53% adopting digital shopping strategies. By focusing on the features most popular across demographic groups in Brazil—features like preferred payment methods and mobile site compatibility—merchants can make customers happier. And when customer satisfaction grows, loyalty and sales often follow.

Figure 1:

The types of modern shoppers
Share of Brazil consumers who shop in select ways

In-store shoppers
29.9%

Remote shoppers
22.3%

Click-and-Mortar™ shoppers

Digitally assisted in-store shoppers
38.2%

Pickup shoppers
9.6%

Source: PYMNTS Intelligence
2024 Global Digital Shopping Index, April 2024
N = 2,200: Complete Brazil consumer responses, fielded Sept. 27, 2023–Dec. 1, 2023

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The data on this growing Click-and-Mortar™ consumer base suggests that Brazil's merchants should first focus on improving digital feature provisions.

Shoppers want to use features, and we consider it "feature failure" when a customer wants to use a specific feature but cannot. This kind of failure can happen two ways: either merchants do not provide the feature (which we call provisional failure), or the provided feature is too difficult for customers to locate or use (which we call knowledge failure).
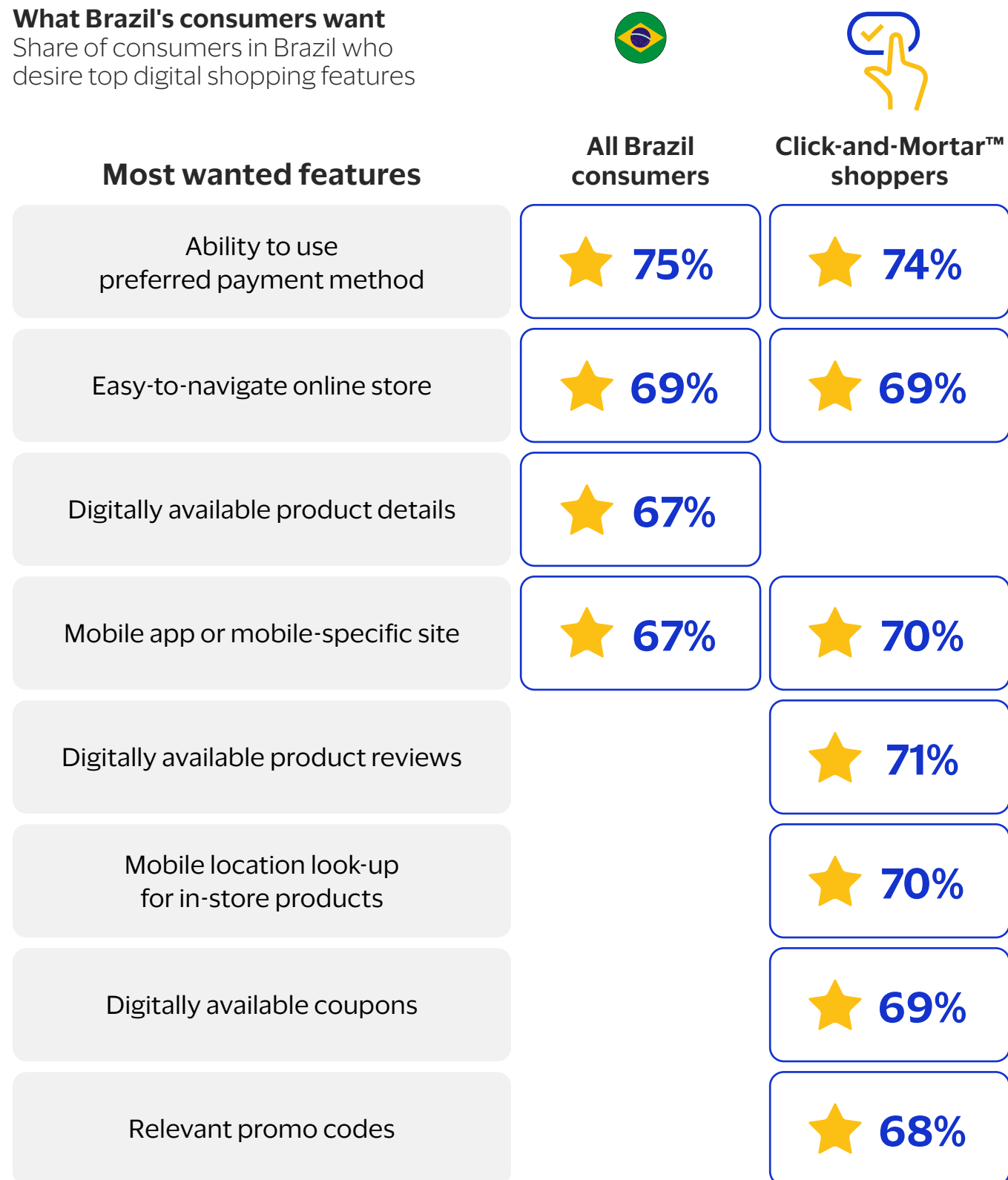
Brazil has the highest rate of feature failure of all countries we surveyed: consumers cannot access half of the features they are looking for. Even though many of Brazil's consumers have adopted Click-and-Mortar™ shopping strategies, the actual number of features they use is similar to the low numbers found in Mexico and the United Kingdom. Consumers use an average of 11 digital features—the minimum across the countries we surveyed.

The good news is that the demand for features is there. Consumers will likely use many more features if merchants provide them. At present, Brazil's merchants do not provide 39% of their customers' wanted digital shopping features. Meanwhile, Brazil falls in the middle of the pack on knowledge failure rates—27%—as on average, consumers cannot find seven of the features that merchants already offer.

Brazil's merchants can seize the opportunity to correct the current mismatch between feature supply and both consumer demand and knowledge. Making desired digital features like promo codes, price matching, and preferred payment methods more widely available and prevalent would lower the rates of both provisional failure and knowledge failure.

Figure 2:

What Brazil's consumers want
Share of consumers in Brazil who
desire top digital shopping features

Most wanted features	All Brazil consumers	Click-and-Mortar™ shoppers
Ability to use preferred payment method	⭐ 75%	⭐ 74%
Easy-to-navigate online store	⭐ 69%	⭐ 69%
Digitally available product details	⭐ 67%	
Mobile app or mobile-specific site	⭐ 67%	⭐ 70%
Digitally available product reviews		⭐ 71%
Mobile location look-up for in-store products		⭐ 70%
Digitally available coupons		⭐ 69%
Relevant promo codes		⭐ 68%

On average, consumers
in Brazil **cannot find**

7 of the 21 features that local merchants already offer.

These are just some of the findings detailed in the 2024 Global
Digital Shopping Index: Brazil Edition, a PYMNTS Intelligence
and Visa Acceptance Solutions collaboration. For this edition,
we surveyed 2,200 consumers and 622 merchants in Brazil to
capture recent trends in consumer behavior and document
the rise of Click-and-Mortar™ shopping experiences. It also
draws comparative insights from a larger survey of 13,904
consumers and 3,512 merchants across seven countries
conducted from Sept. 27, 2023, to Dec. 1, 2023.

This is what we learned.

Source: PYMNTS Intelligence **2024 Global Digital Shopping Index, April 2024**
N = 2,200: Complete Brazil consumer responses, fielded Sept. 27, 2023–Dec. 1, 2023

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Key findings

01
Consumer discrepancy

Brazil ranks high in Click-and-Mortar™ adoption, but its merchants have an opportunity to improve shopping satisfaction scores.

78% Share of Brazil's shoppers using **brick-and-mortar** establishments to shop

02
Feature deficit

Brazil's merchants currently offer the fewest desired features, with consumers missing half of their preferred shopping options.

39% Share of features that Brazil's consumers seek but merchants **do not provide,** representing an opportunity to stand out from competitors and attract customers by providing them with the features they want

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03
Feature preferences

Consumers in Brazil prioritize four key shopping features of the 21 offered on average, whereas Click-and-Mortar™ shoppers look for an additional three features.

37% Share of consumers in Brazil who want **price matching** but don't see this feature available

04
Inclusive appeal

While Click-and-Mortar™ habits are widely embraced at all income levels in Brazil, low-income consumers are particularly drawn to this modern, feature-based shopping style.

53% Share of **low-income shoppers** that use digital shopping features like product details and promo codes
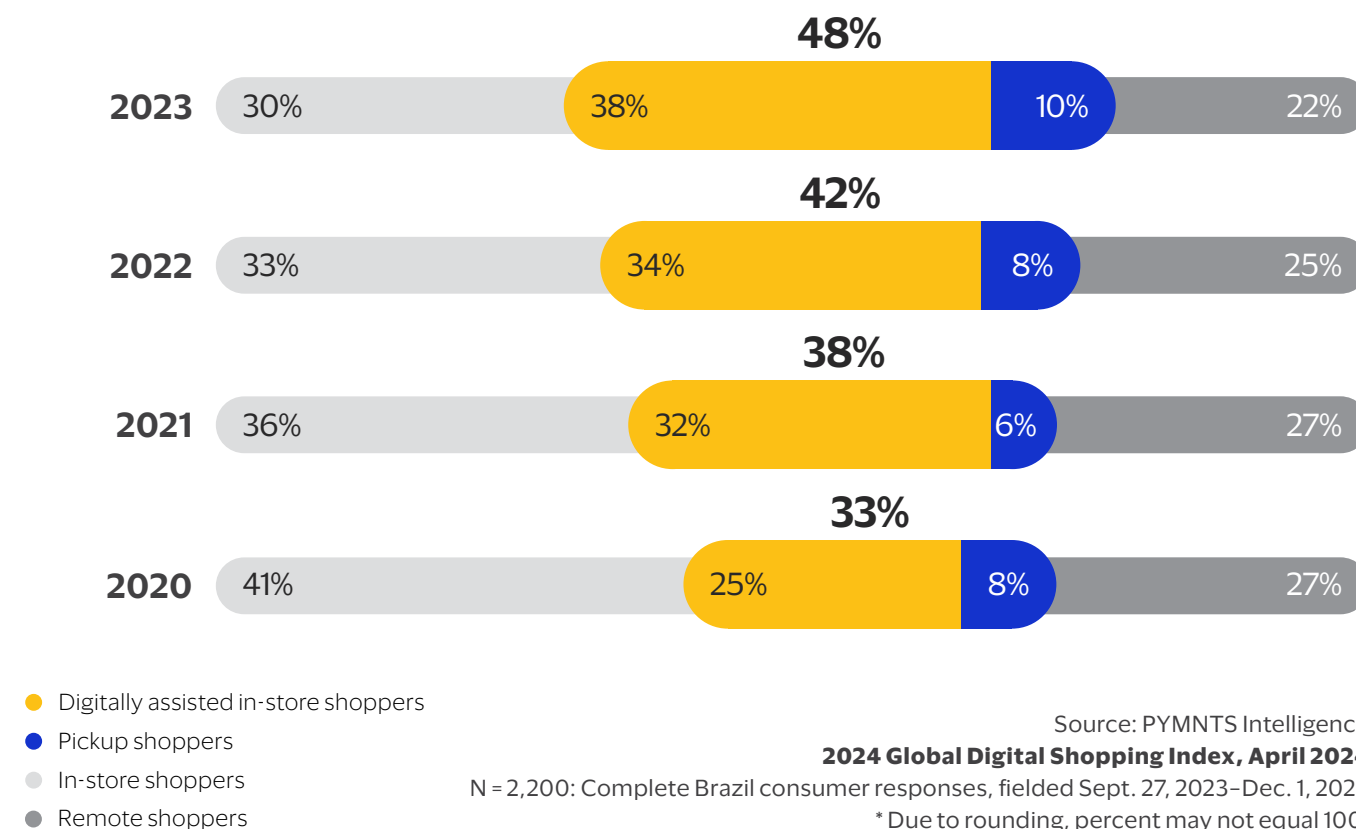
The blueprint
for merchants

Brazil already boasts a robust Click-and-Mortar™ market, but there is clear potential for making further gains in overall customer satisfaction by enhancing digital features.

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In Brazil, 78% of consumers prefer in-store shopping, suggesting that integrating digital shopping features with brick-and-mortar experiences can even more greatly improve customer satisfaction.

The dominance of physical retail in Brazil is unmistakable. Just 22% of consumers their complete purchases entirely online— and only Mexico has a lower rate of remote shopping among countries studied. But in-store shopping has changed a good deal since 2020, reflecting the integration of digital features into brick-and-mortar environments over the same period. These Click-and-Mortar™ shopping experiences have gone up by 49% in Brazil since 2020, indicating consumers in Brazil are adopting digital features to supplement brick-and-mortar shopping experiences at a considerable clip.

Indeed, the share of Brazil's Click-and-Mortar™ shoppers ranks second only to the share in Saudi Arabia among the countries in this study. Meanwhile, remote shopping has decreased, suggesting Brazil's consumers are favoring the physical store even more now that they can reap the benefits of digital features in the physical world.

Figure 3:
Brazil's transaction share
Share of Brazil consumers completing purchases in select ways, over time

Year	In-store shoppers	Digitally assisted in-store shoppers	Pickup shoppers	Remote shoppers	Click-and-Mortar total
2023	30%	38%	10%	22%	48%
2022	33%	34%	8%	25%	42%
2021	36%	32%	6%	27%	38%
2020	41%	25%	8%	27%	33%

● Digitally assisted in-store shoppers
● Pickup shoppers
○ In-store shoppers
● Remote shoppers

Source: PYMNTS Intelligence
2024 Global Digital Shopping Index, April 2024
N = 2,200: Complete Brazil consumer responses, fielded Sept. 27, 2023–Dec. 1, 2023
* Due to rounding, percent may not equal 100.

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There's a competitive advantage awaiting merchants who refine their in-store experiences—one that's crucial for improving customer satisfaction among the 4 in 5 shoppers in Brazil frequenting physical stores. Because Brazil has the lowest in-store-only satisfaction scores of any market studied, merchants must contend with a natural cap on the satisfaction levels of Click-and-Mortar™ shoppers—digital features can only aid the brick-and-mortar experience so much. By refining in-store experiences—optimizing layout, staffing, and checkout processes—Brazil's retailers can gain a substantial edge.

But digital shopping features also represent a clear part of this strategy in a country with such high Click-and-Mortar™ adoption rates. Brazil's shoppers report a 74% rise in satisfaction scores with Click-and-Mortar™ engagement and an even more substantial 112% rise with remote shopping, the largest satisfaction boost from digital features of all other countries surveyed. Yet, because its consumers start from a low baseline of in-store-only satisfaction, Brazil still ranks lowest in satisfaction for all shopping strategies, even with the substantial benefits of digital features.

Figure 4:
How far digital features boost satisfaction
Percent increase in satisfaction of Brazilian consumers relative to in-store shopping alone
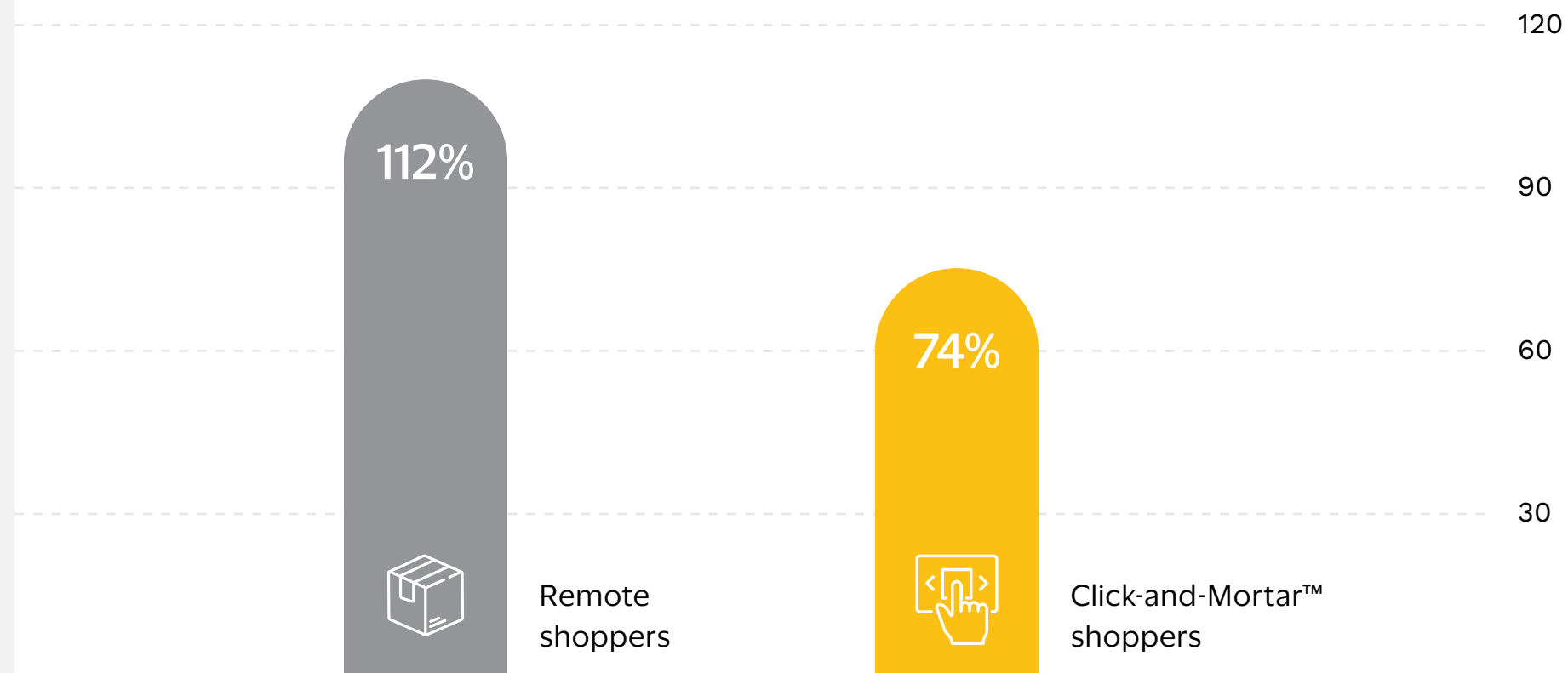
112% — Remote shoppers
74% — Click-and-Mortar™ shoppers

Source: PYMNTS Intelligence
2024 Global Digital Shopping Index, April 2024
N = 2,200: Complete Brazil consumer responses, fielded Sept. 27, 2023–Dec. 1, 2023

The gap in online-only satisfaction between Brazil and other countries implies that while digital features improve satisfaction to an extent, they could raise satisfaction far more if optimized. Improving digital features for online shopping is just as pivotal to making strides toward stronger customer satisfaction and competitive positioning. Enhancing in-store services and digital features in tandem offers Brazil's merchants a real pathway to achieving high levels of consumer satisfaction and customer loyalty.

Brazil's merchants can enhance consumer satisfaction and close the global satisfaction gap by offering the many untapped features their consumers desire.

Brazil's merchants are on a positive trajectory to better meet customer expectations, with their overall feature failure rate—the odds that a customer wants to use a feature but cannot— improving from 52% to 50% since 2021. For comparison, India has the lowest rate of failed features at only 25%, meaning that for every four features a consumer in India wants to use, they cannot use one.

One reason for Brazil's high rate of feature failure is that its merchants currently offer the smallest range of features, 21 on average. This amount is seven features less than the merchants in Saudi Arabia offer—and Saudi Arabia is the leader in Click-and-Mortar™ shopping. There is a significant opportunity to elevate consumer satisfaction by addressing this gap in offerings.

Although Brazil boasts high Click-and-Mortar™ adoption rates, the average consumer there is not using as many features to support their shopping experience as consumers in countries that are more satisfied with their digital shopping journeys. In a market otherwise keen on Click-and-Mortar™ experiences, Brazil's merchants should start by adding the features many of their customers are already looking for.

Figure 5:
Brazil's merchants are beginning to improve
Failure rates over time
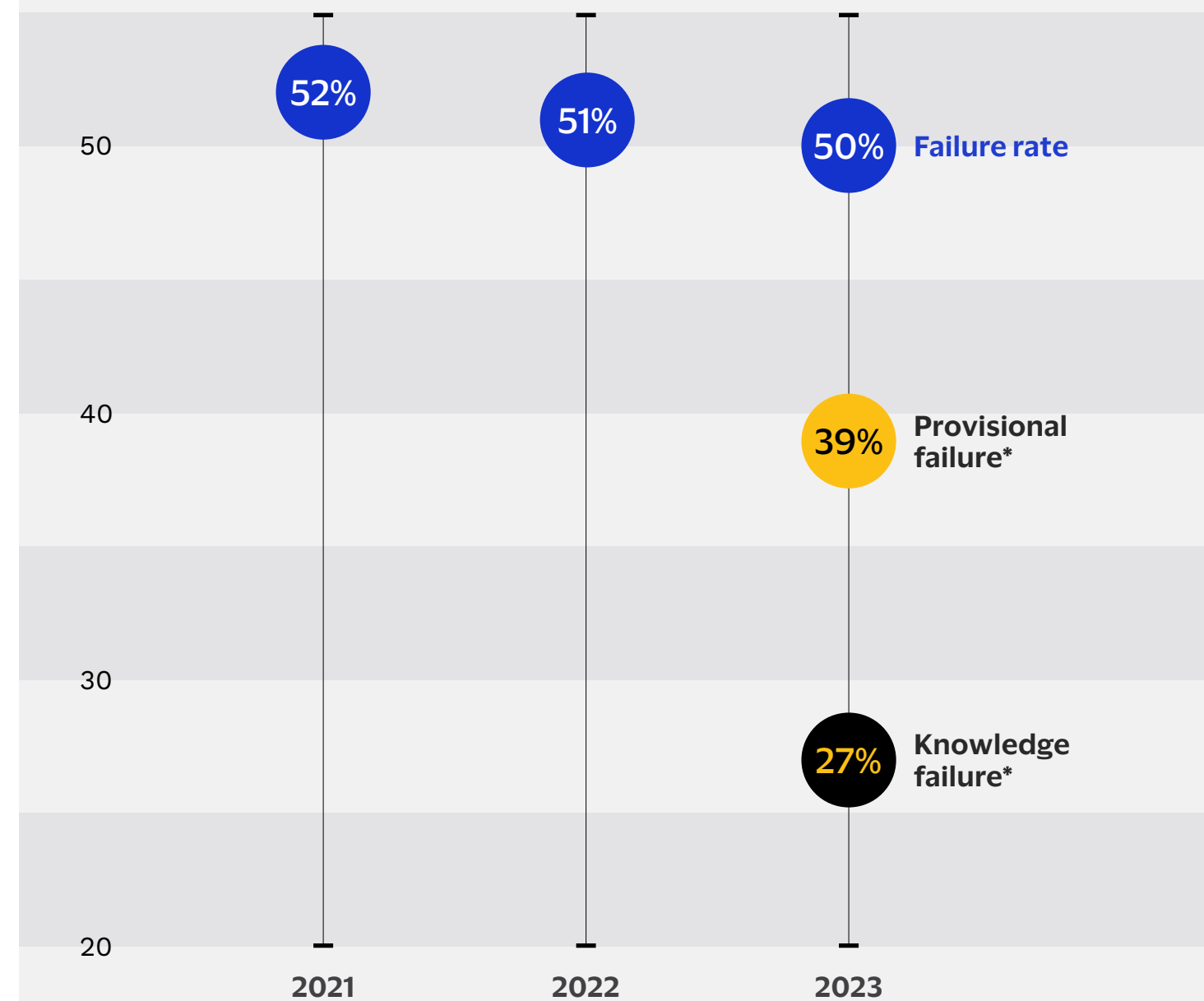
	2021	2022	2023	
52%				
	51%			
50		50%	Failure rate	
40		39%	Provisional failure*	
30				
	27%	Knowledge failure*		
20				

Source: PYMNTS Intelligence
2024 Global Digital Shopping Index, April 2024
N = 2,200: Complete Brazil consumer responses, fielded Sept. 27, 2023–Dec. 1, 2023

*Provisional failure occurs when a consumer wants to use a feature and the merchant does not provide it.
Knowledge failure occurs when a consumer wants to use a feature and merchant provides it, but the customer does not realize it can be used.

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50%

Portion of features consumers in Brazil want **but cannot use**

Offering features is not the only part of the process. Brazil's merchants fall in the middle of the pack for knowledge failure rates—the odds that a customer does not access a feature because they do not realize they can. Data shows that 27% of the features that consumers want they cannot find.

This data indicates not only that Brazil's consumers simply need more features but also that Brazil's merchants would benefit by enhancing the quality and accessibility of what is already available. For Brazil's consumers to fully embrace the digital features already on offer, the features must be promoted as well as made both more appealing and more relevant to shopping experiences.

The average consumer in Brazil wants or uses four benchmark features most of the 21 offered on average, while the average Click-and-Mortar™ shopper in Brazil wants seven.

Brazil's consumers have sent the country's merchants a clear signal: both the general and Click-and-Mortar™ shopper prioritizes the ability to use preferred payment methods and appreciates easy-to-navigate online stores and mobile apps. The average consumer also wants digitally available product details, especially when remote shopping. Click-and-Mortar shoppers also want features suitable for their shopping experience, including digitally available product reviews, locating in-store products via mobile, digitally available coupons, and promotions targeted to their specific interests.

Notably, more than two-thirds of shoppers seek price matching and rewards programs—features the average merchant in Brazil noted they have no future plans to offer. Indeed, over half of consumers who want these features cannot find them. Merchants can distinguish themselves from their competitors by providing these features few merchants plan to offer, yet consumers want to use.

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50%

Share of
**rewards-program-wanting
consumers** in Brazil who
do not see the feature available.

Brazil's shoppers have expectations for digital features that outpace current offerings, especially in the grocery store, where there is a notable deficit. Consumers across all retail types prioritize preferred payment methods and mobile compatibility, yet grocery merchants are not as far ahead as retail merchants, only meeting the demand of three key features grocery shoppers want: preferred payment methods, mobile site compatibility and rewards programs. Grocery merchants fall short on five additional features many grocery shoppers want to use. These are refunds for fraudulent charges, digitally available product details, mobile app purchases for delivery or pickup, the ability to return online purchases in-store, and the flexibility to return products in-store or online. These features are available to roughly 20% of consumers in Brazil, however.

Figure 6:
Brazil's grocery shoppers are not finding what they want
Share of consumers in Brazil who want to use top desired features but can rarely find them

	Want this feature	Want and cannot find this feature
Refunds for fraudulent charges	⭐ 57%	⚠️ 37%
Digitally available product details	⭐ 57%	⚠️ 34%
Mobile app purchases for delivery or pickup	⭐ 56%	⚠️ 36%
In-store returns for online purchases	⭐ 55%	⚠️ 37%
Options to return in-store or online	⭐ 55%	⚠️ 36%

Source: PYMNTS Intelligence
2024 Global Digital Shopping Index, April 2024
N = 2,200: Complete Brazil consumer responses, fielded Sept. 27, 2023–Dec. 1, 2023

This mismatch highlights a clear way for Brazil's grocers to gain ground: by expanding their digital feature sets to meet consumer demands and align more closely with the expectations established by the wider retail sector.

Actionable
insights

01

To navigate the competitive, global retail landscape, Brazil's merchants should prioritize adding and promoting high-demand digital features, like preferred payment methods and promo codes, to bridge the gap between consumer expectations and current offerings. With 39% of the features consumers desire not currently offered, addressing this provision gap presents a substantial opportunity to Brazil's merchants for growth and differentiation.

02

Despite the high adoption of Click-and-Mortar™ shopping, Brazil's in-store shopping experiences are not as satisfying as they could be. It is important not to ignore the in-store component of Click-and-Mortar™, as Brazil's in-store-only shoppers reported the worst shopping experience among the countries studied. As features and the physical store work together to create the ideal shopping experience, merchants must also improve their physical stores to benefit most from adding Click-and-Mortar™ features.

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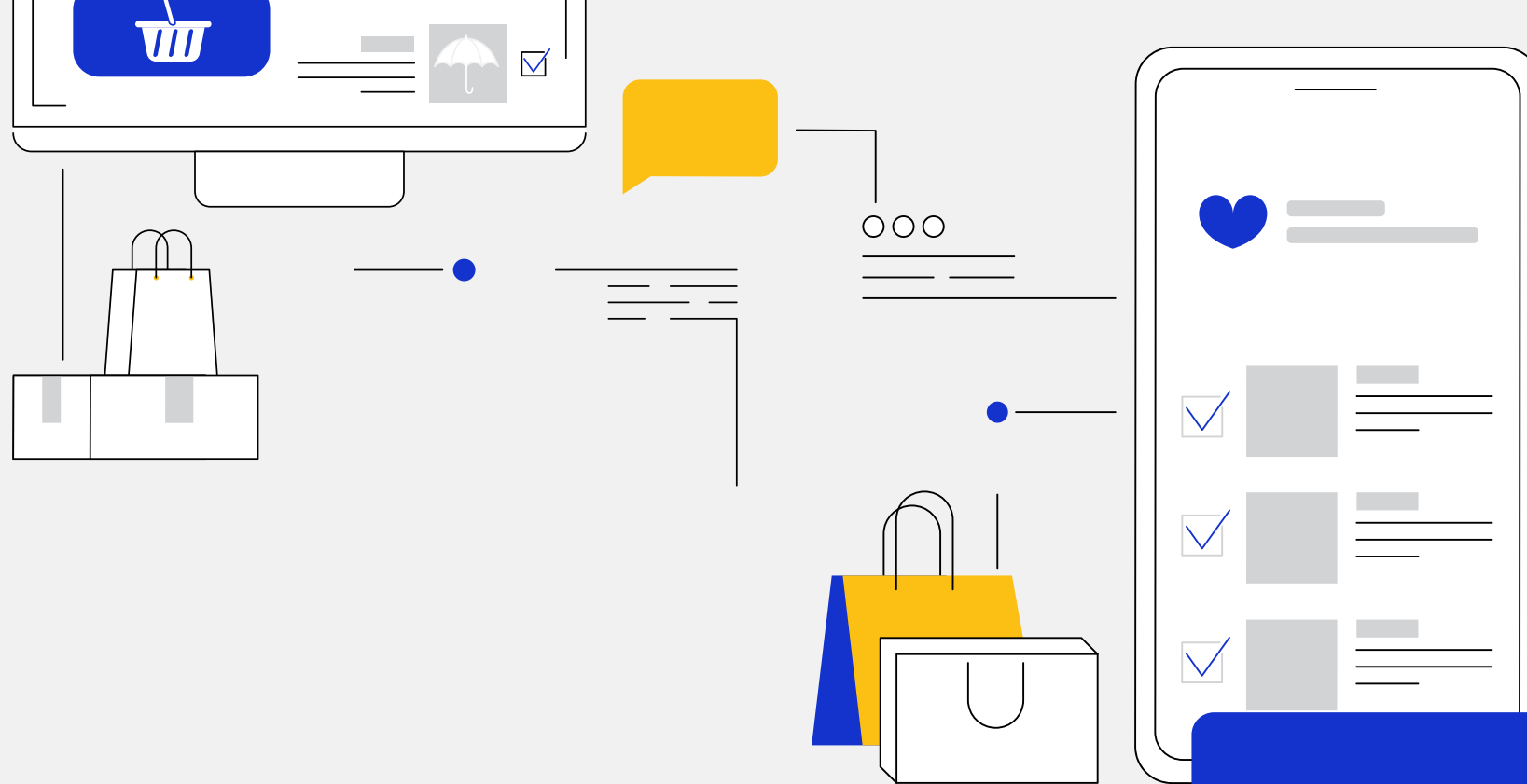
03

Though Brazil has high Click-and-Mortar™ adoption rates, the average consumer there is not using as many features to support their shopping experience as consumers in countries that are more satisfied with their digital shopping journeys. Feature provision is an important lever for improvement. However, as consumers want and cannot find 27% of features, there is also a clear call to action for merchants to improve the visibility and awareness of their digital offerings. These initiatives would likely foster greater feature engagement, in turn boosting satisfaction.

04

There is a notable gap in digital feature offerings in the grocery sector. More than half of Brazil's grocery shoppers seek features like refunds for fraudulent charges and mobile app purchases for delivery, which are only available to about 20% of them. Given the contrasting digital feature expectations between grocery and retail shoppers, there's an opportunity for Brazil's grocery merchants to expand their digital offerings, aligning more with retail consumer preferences. This approach could fill a substantial void in digital feature provision for Brazil's grocery shoppers.

Methodology

The 2024 Global Digital Shopping Index: Brazil Edition is a PYMNTS Intelligence report commissioned by Visa Acceptance Solutions. For this edition, we surveyed 2,200 consumers and 622 merchants in Brazil to capture recent trends in consumer behavior and to document the rise of Click-and-Mortar™ shopping experiences. It also draws comparative insights from a larger survey of 13,904 consumers and 3,512 merchants across seven countries conducted from Sept. 27, 2023, to Dec. 1, 2023.
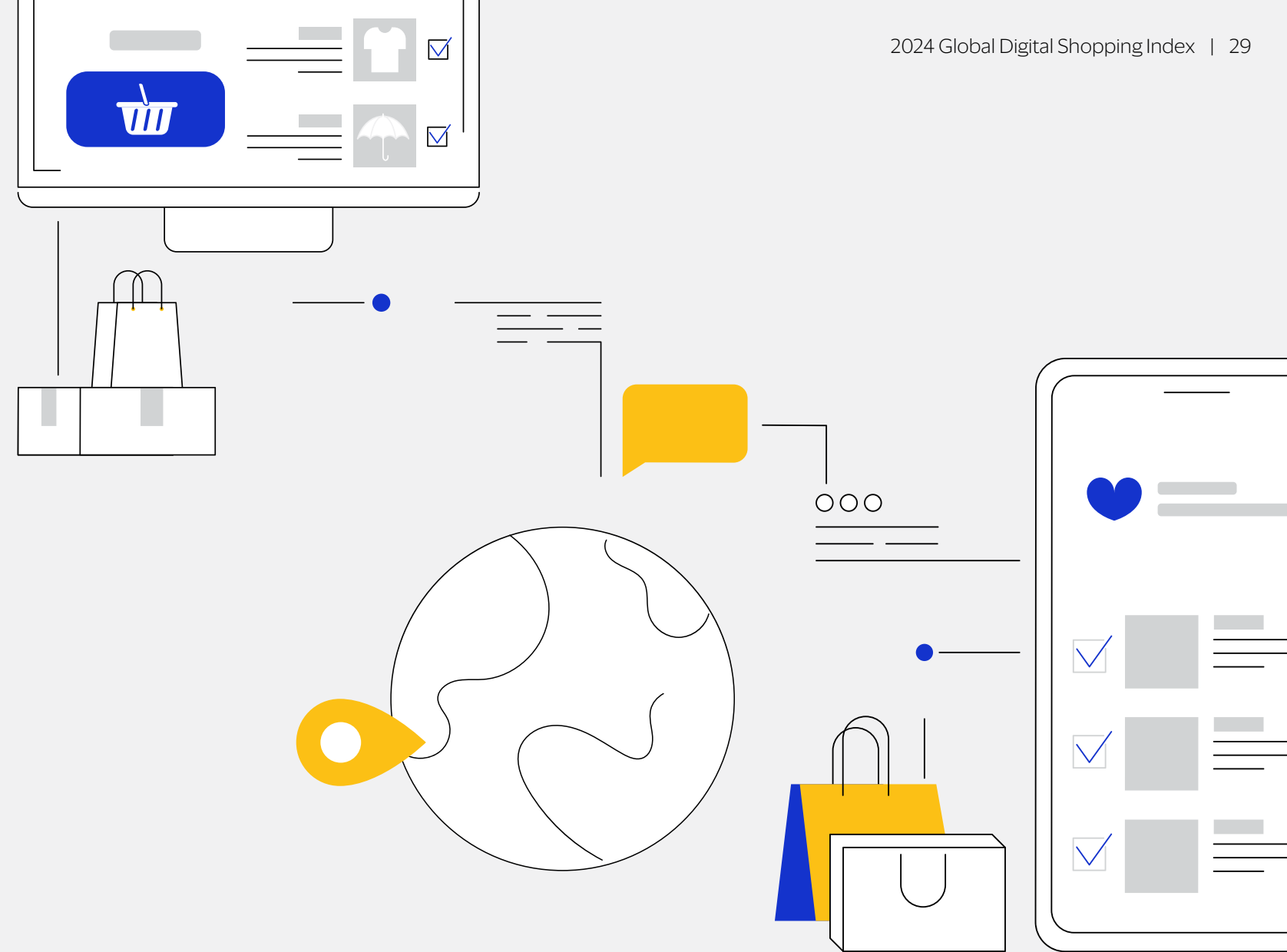
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About

VISA

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