

Website monthly visits (millions)

Total monthly visits (mn)	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Mercado Livre	270.4	268.1	238.4	230.1	224.3	241.0	252.0	253.2	250.2	217.4	233.0	230.9	242.7	242.7
Americanas.com (AMER)	23.1	20.8	21.4	20.8	20.1	20.2	22.5	20.7	17.4	13.8	16.5	15.2	9.6	8.2
Submarino.com (AMER)	1.6	1.3	1.4	0.5	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1
Shoptime (AMER)	2.1	1.8	1.8	0.5	0.3	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Supermercado Now (AMER)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Magazine Luiza (MGLU)	93.7	88.6	69.8	63.6	60.8	57.7	72.5	65.0	65.1	46.6	51.2	49.0	50.2	45.9
Netshoes (MGLU)	28.2	27.0	25.6	28.3	25.9	26.0	32.7	27.1	24.4	21.4	24.8	24.1	24.9	25.2
Zattini (MGLU)	2.7	2.3	3.1	2.8	2.4	2.4	2.7	2.6	2.0	1.8	1.8	1.9	2.1	2.2
Estante Virtual (MGLU)	5.4	5.0	4.7	4.2	3.7	3.8	3.8	3.8	4.6	4.4	4.7	4.2	4.3	4.1
Aiqfome (MGLU)	1.2	1.0	1.3	1.3	1.2	1.2	1.2	1.2	1.1	0.8	0.9	0.9	0.8	0.7
Kabum (MGLU)	16.1	13.8	14.8	13.1	12.6	13.3	21.8	16.5	14.2	12.2	13.0	12.1	14.8	11.6
Epoca Cosméticos (MGLU)	3.5	3.7	5.4	5.3	5.0	5.6	8.5	5.7	5.1	4.3	4.2	4.8	4.8	4.5
Casas Bahia (VIA)	38.8	36.1	25.8	26.9	27.2	31.0	43.6	35.8	39.5	32.6	32.3	30.9	33.5	28.7
Ponto Frio (VIA)	6.5	5.6	4.9	5.0	4.8	4.8	5.7	5.0	5.0	4.1	3.8	3.8	3.8	2.8
Extra.com.br (VIA)	2.6	2.2	2.7	2.6	2.5	2.6	2.9	2.5	2.5	1.9	1.9	1.7	1.4	1.3
Shopee	111.8	138.6	118.5	113.2	118.0	128.4	136.7	141.3	141.4	124.1	135.8	135.0	145.4	139.6
Elo7	13.1	12.9	13.4	13.6	12.7	13.3	13.6	11.8	12.6	11.8	12.4	12.4	12.0	10.5
AliExpress	34.9	43.6	25.9	23.5	20.5	18.5	20.3	14.9	16.4	10.4	10.8	6.6	7.0	8.1
Amazon	183.4	182.7	213.4	178.5	169.9	191.3	214.0	196.3	187.6	163.2	184.1	168.6	178.6	163.6
Total	838.9	855.0	792.2	733.6	712.2	761.4	854.9	803.6	789.2	671.0	731.4	702.3	736.1	699.7

E-commerce

Comparable website visits (% of total visits on selected e-commerce players' websites)

