

Latin America e-Readiness report

Costa Rica

34.8

E-READINESS INDEX

Every two years Visa conducts a strategic review of e-Readiness in Latin America in partnership with Euromonitor International. This helps identify areas of opportunities as well as encourage Internet adoption.

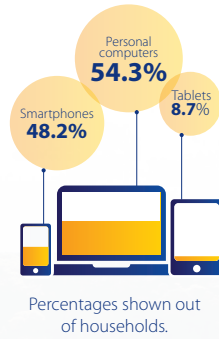
Overview

Although a small market compared to other researched countries, Costa Rica has the fourth-highest share of banking users in Latin America (64.6%).

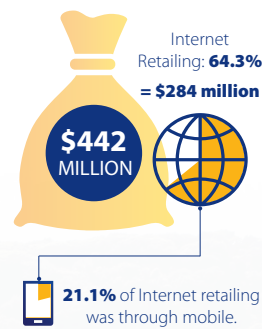
Population



Device Possession



2015 e-Commerce Market Value

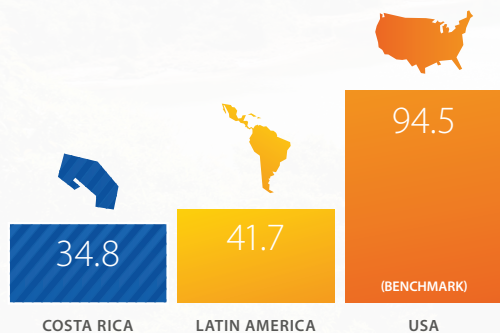


2020 Forecast

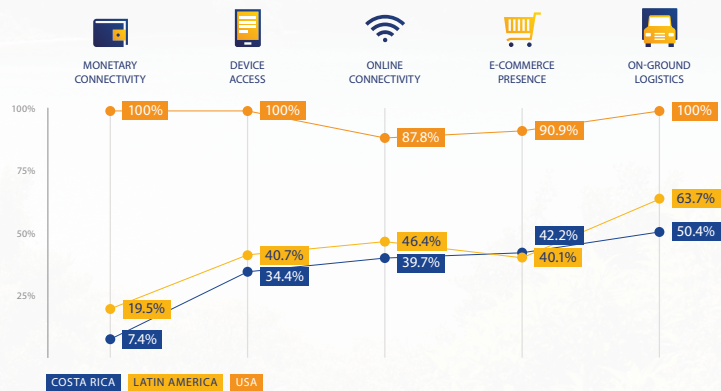


Index

The e-Readiness index helps to measure how developed e-Commerce is in a particular country or region.

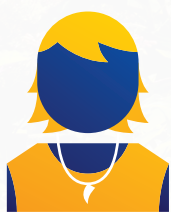


Index breakdown



Consumer profiles

65.3% of Costa Ricans fall into the Pro Surfer profile, meaning that they already shop online regularly.



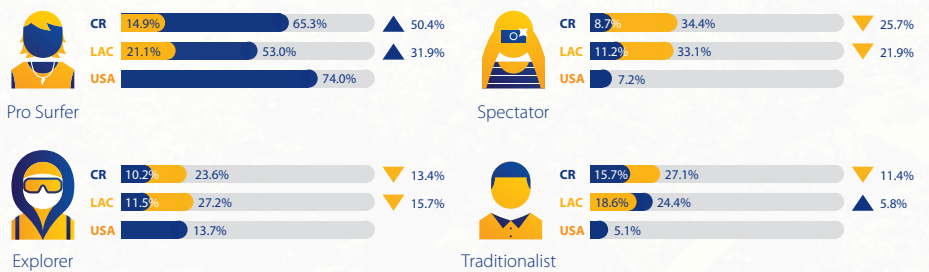
Leading profile

The Pro Surfer

Avg. age: 33.5 years
 Avg. monthly income: US \$1123
 Avg. time spent online per day: 5 hours

Profile breakdown

CR Costa Rica LAC Latin America USA United States of America



¹ Compounded Annual Growth Rate (CAGR) All statistics from "e-Readiness in Latin America, 2016" a report prepared for Visa Inc. by Euromonitor International.