

Holiday Season Consumer Spending Trends

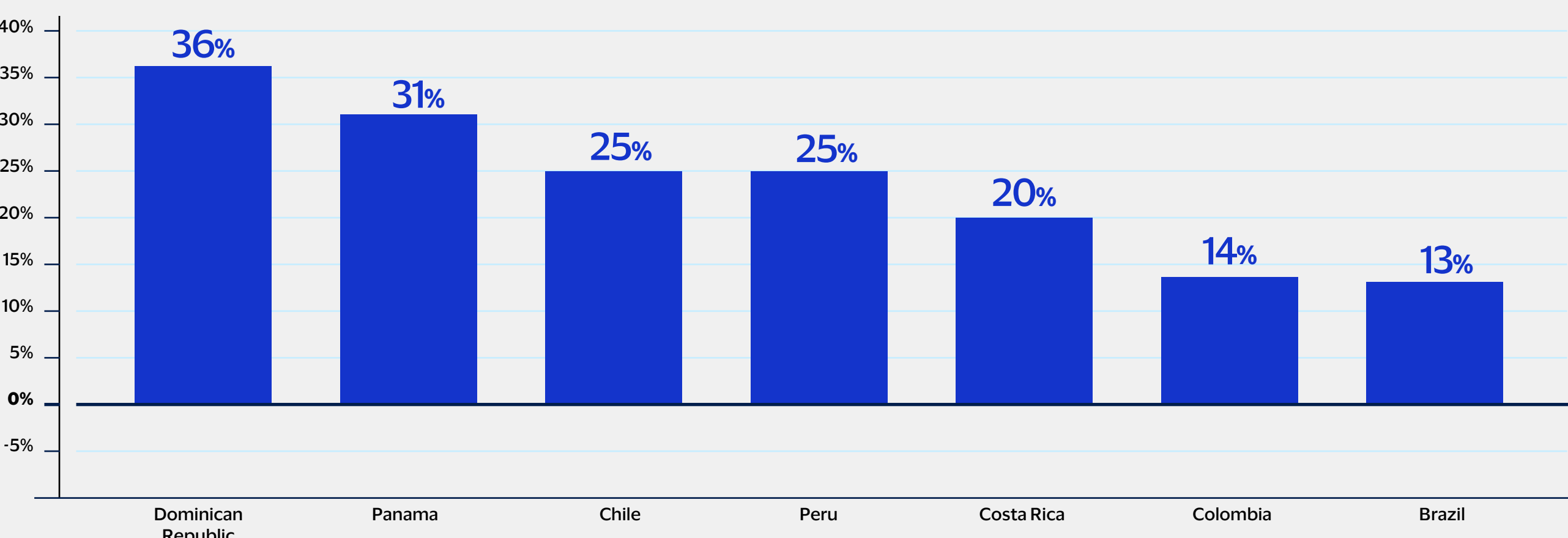


End-of-year purchases are an excellent thermometer for understanding individual payment and consumption trends. With this in mind, Visa Consulting & Analytics analyzed payment transactions using Visa credentials that took place over the 2022 holiday season in Latin America and the Caribbean, finding that **the number of Visa transactions grew by 17% when compared to 2021.**

Additionally, **face-to-face shopping took on a special role this year, with a 17% overall growth in transactions**, and a return to the 85% pre-pandemic transaction type share for the 2022 season.

Overall growth in December 2022 vs. 2021

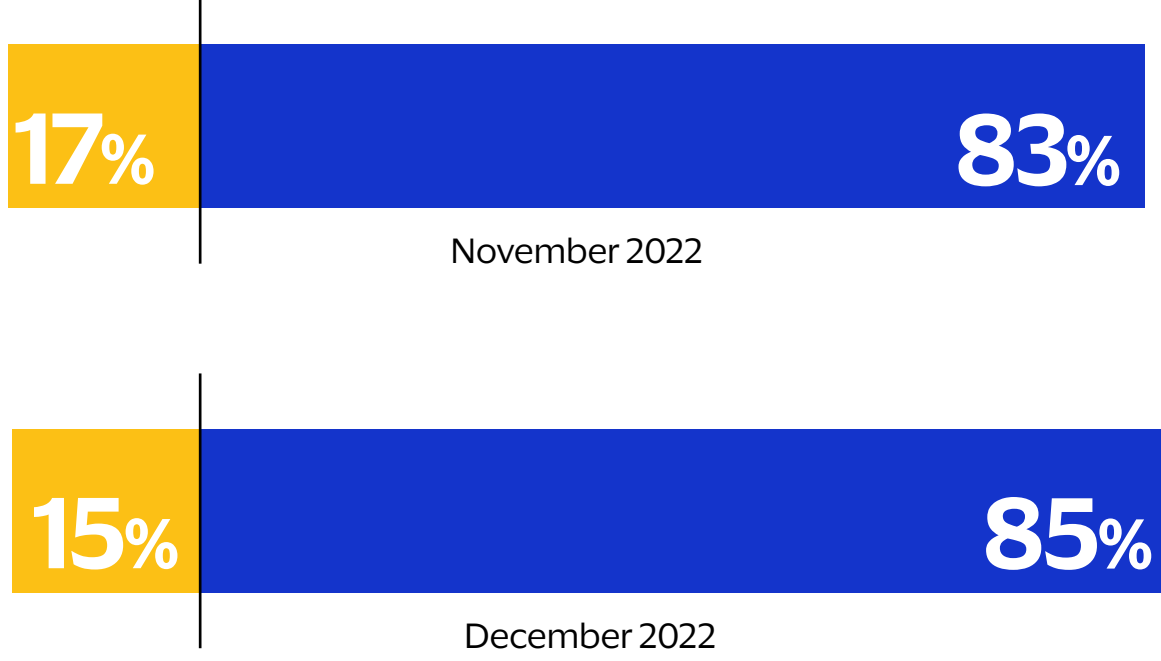
measured in transactions



Variation in transaction types

eCommerce vs Face-to-Face

● eCommerce ● Face to Face

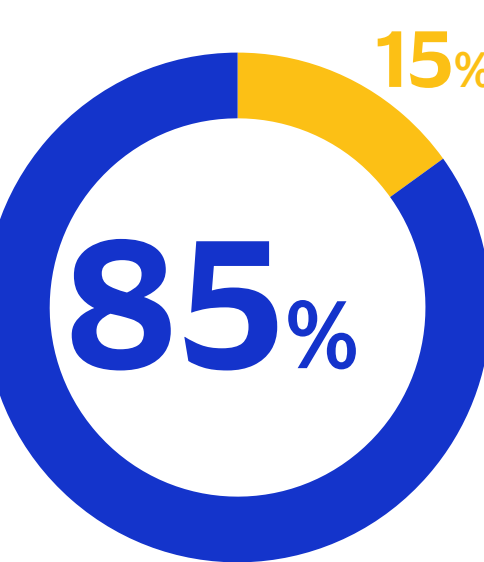


eCommerce grew during the pandemic as much as 5 to 6 percentage points, but these percentages have now returned to pre-pandemic levels.

Face to Face vs eCommerce transactional share per market

Overall Total

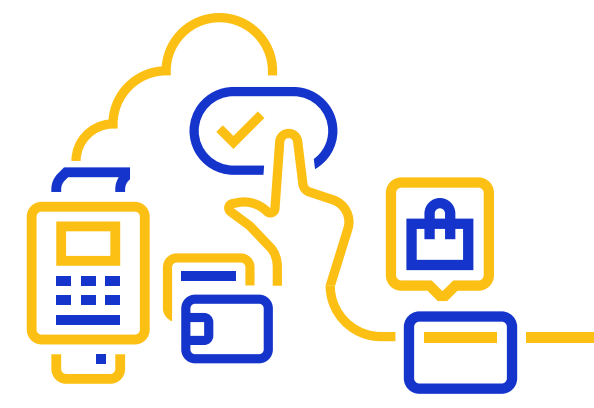
● eCommerce ● Face to Face



Face to Face Share

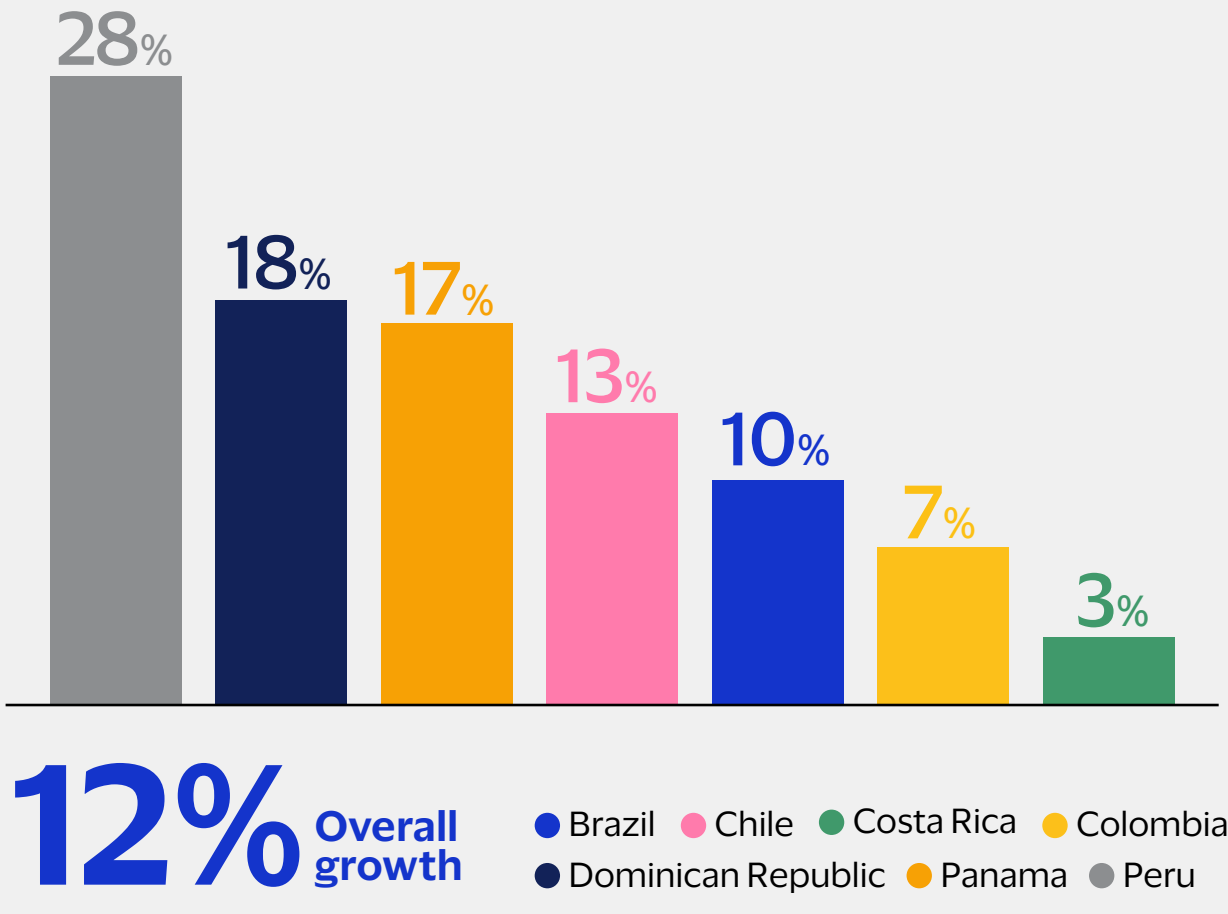
+70% +85%

- | Rank | Country |
|------|----------------|
| 1. | Dominican Rep. |
| 2. | Costa Rica |
| 3. | Colombia |
| 4. | Panama |
| 5. | Peru |
- | Rank | Country |
|------|---------|
| 1. | Brazil |
| 2. | Chile |



Overall eCommerce growth in transactions

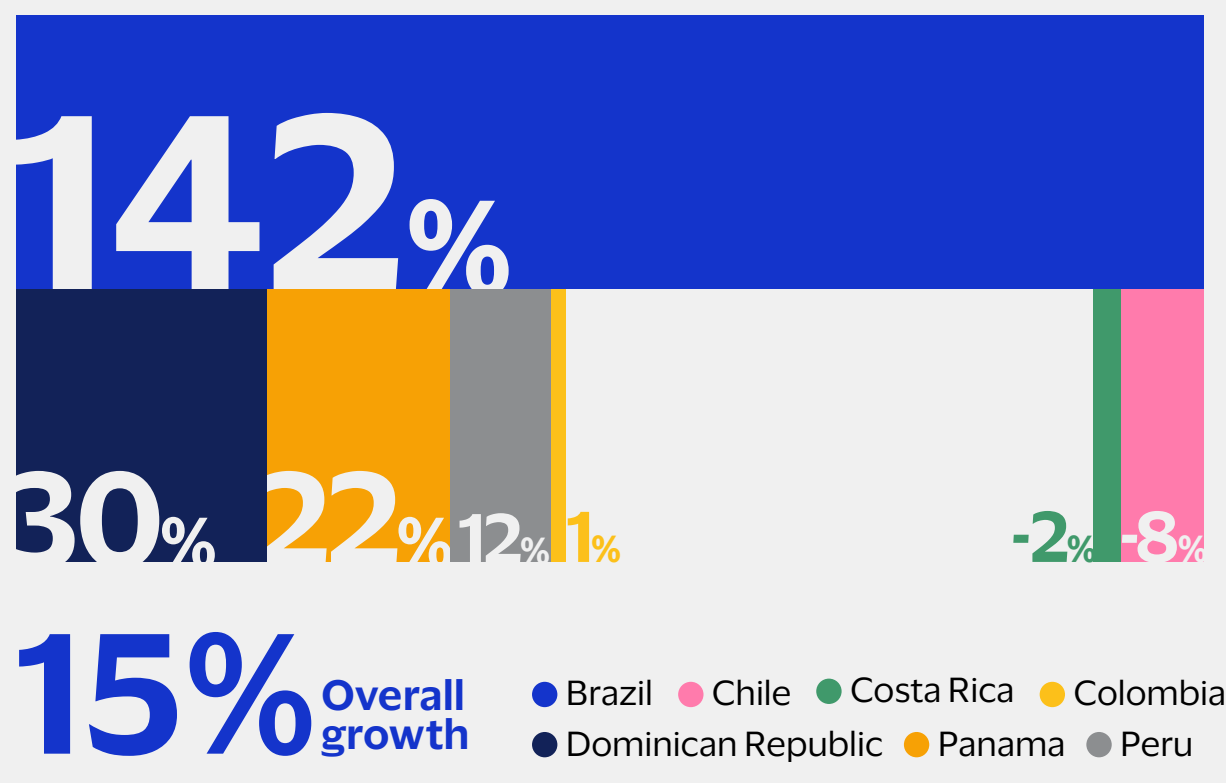
in transactions



Overall Cross-Border growth in transactions

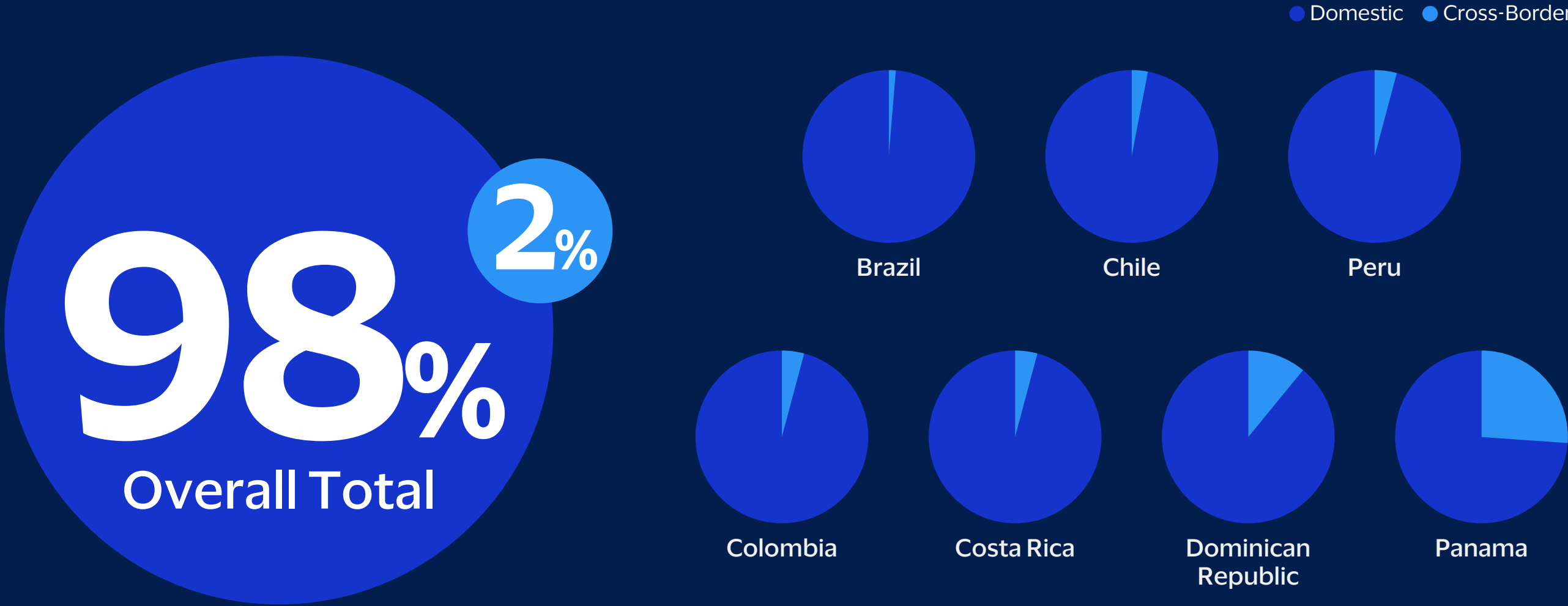
in transactions

Most countries saw significant growth in cross-border transactions. However, we see an **inclination towards domestic spending** when we look at the transactional share below.



Transactional share

Domestic vs Cross-Border



Average Ticket

during December 2020, 2021 and 2022



Growth by product in transactions

Credit



Debit



For the shopping season including November, these were the top 5 days with most spend in payment volume



Top shopping categories by payment volume:

