

Black Friday & Cyber Monday

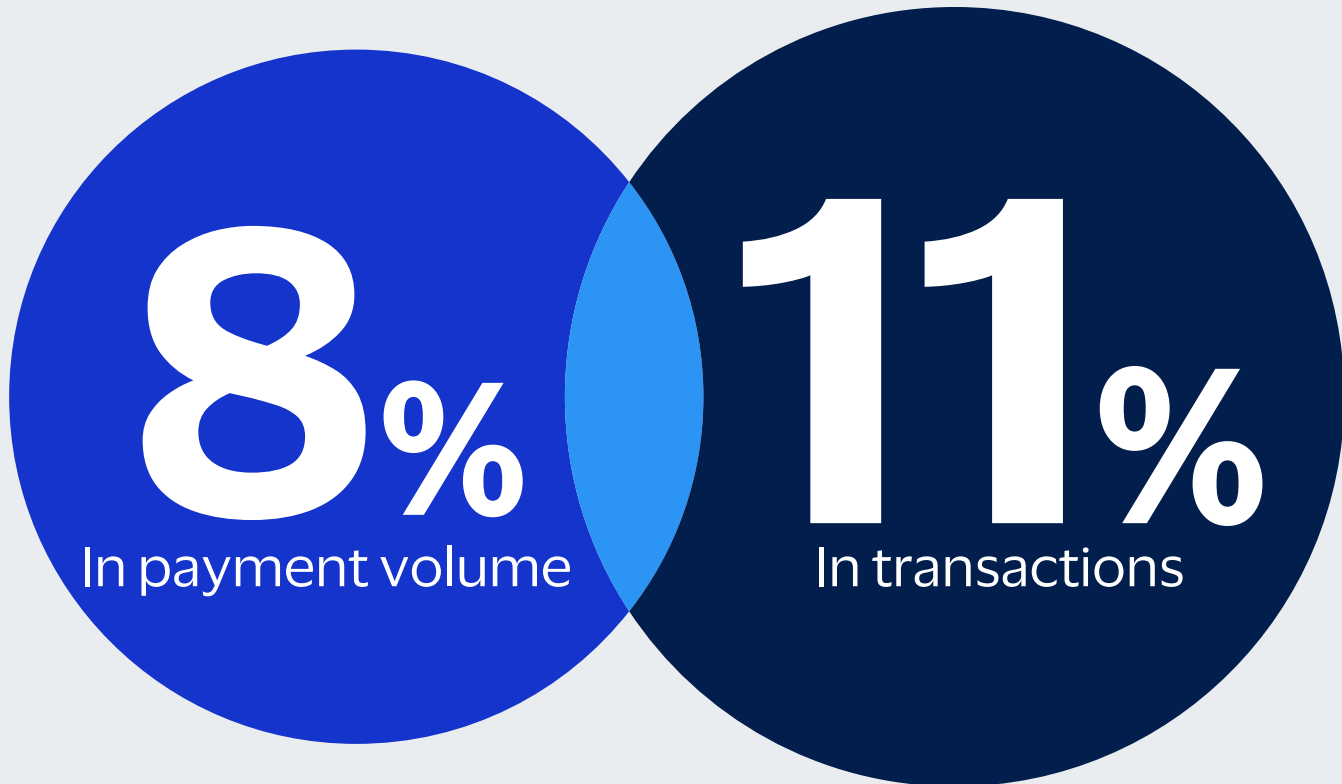
Visa Consulting & Analytics

Both dates continue gaining supporters and popularity among consumers in Latin America and the Caribbean. **Transactions carried out with Visa credentials grew by 11% this year** when compared to the same period in the previous year.

Additionally, **electronic commerce takes on a special role during this time, representing 19% of the total Visa transactions** carried during both dates throughout the region in 2022.

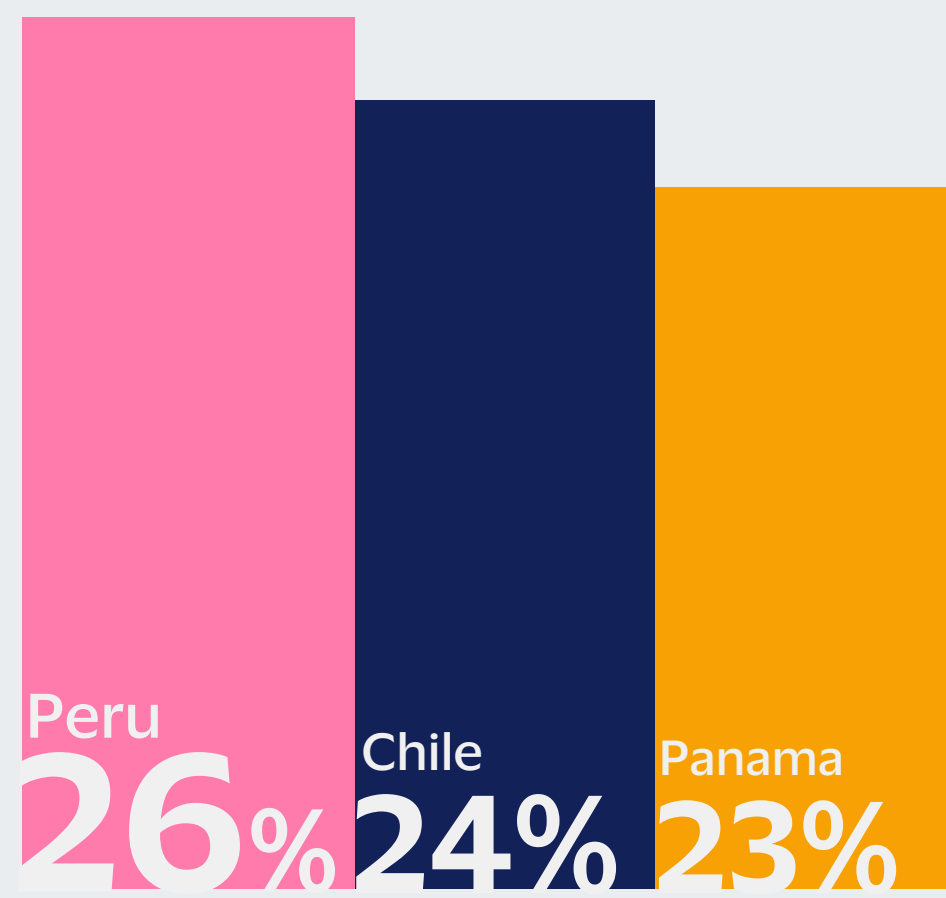


In LAC, spending on **Black Friday and Cyber Monday increased:**

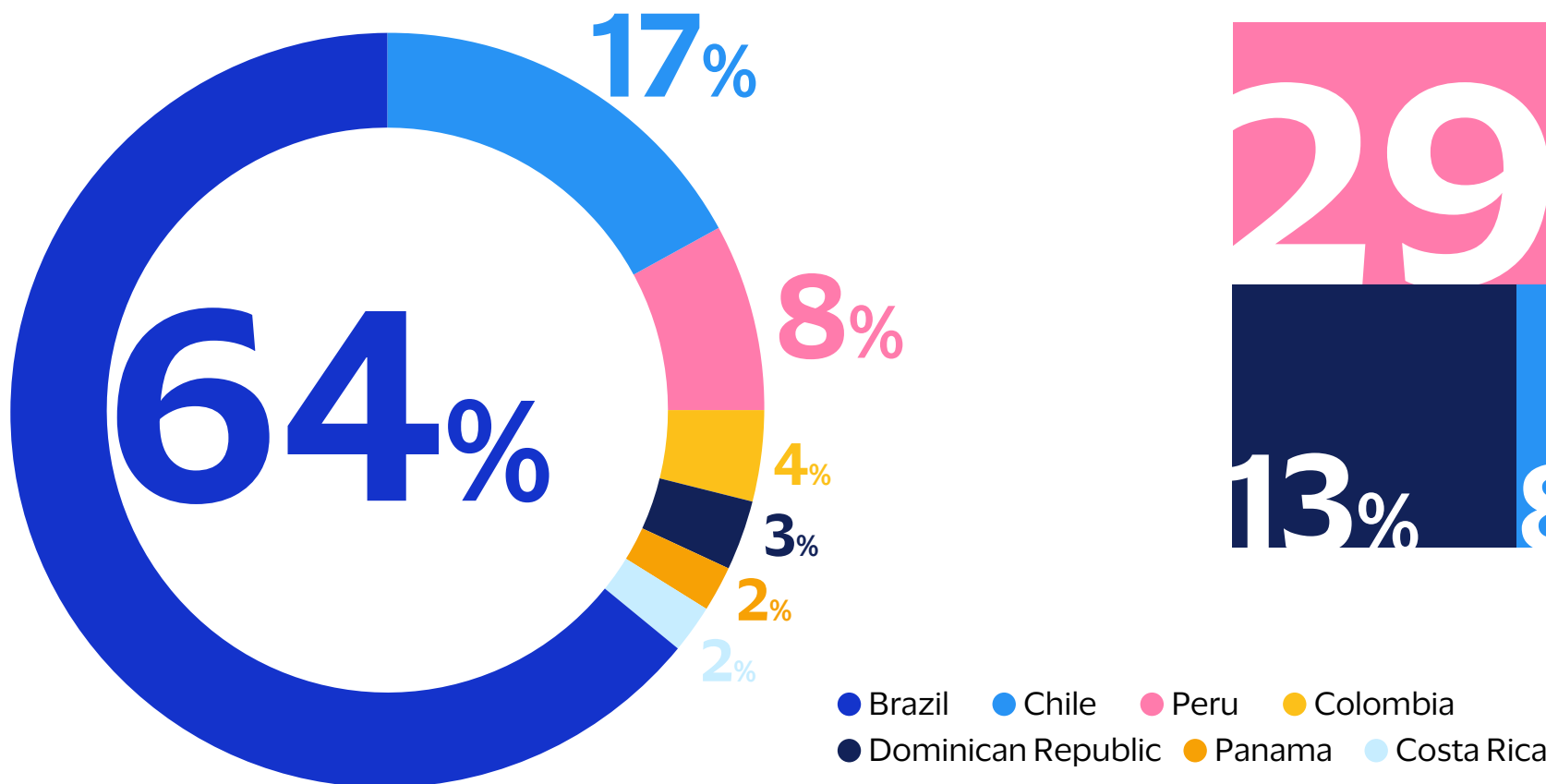


For the total amount of transactions in the period, **virtual channels accounted for 19% eCommerce**

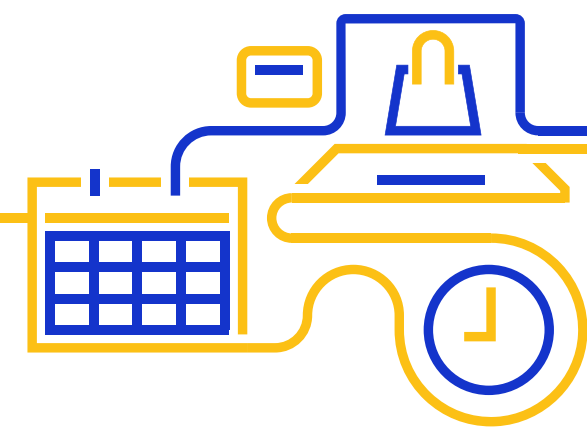
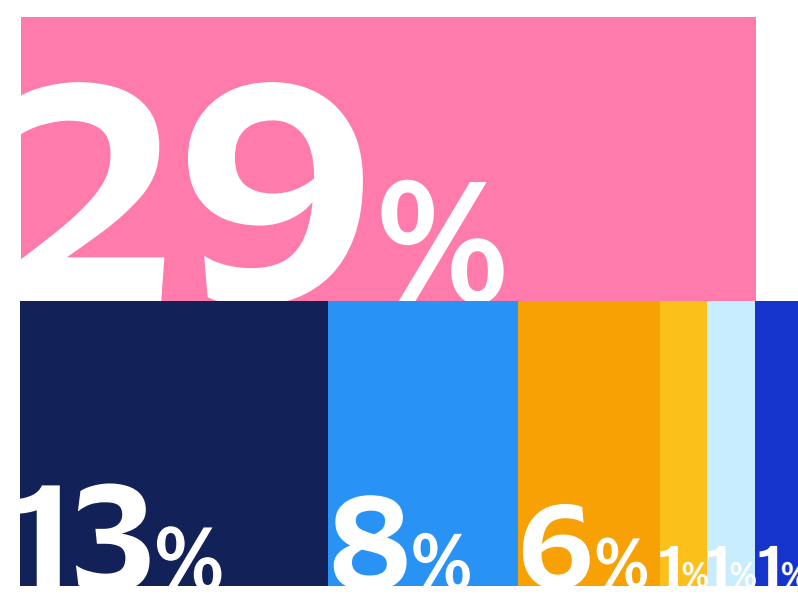
Countries with the top increases in transactions for both dates were:



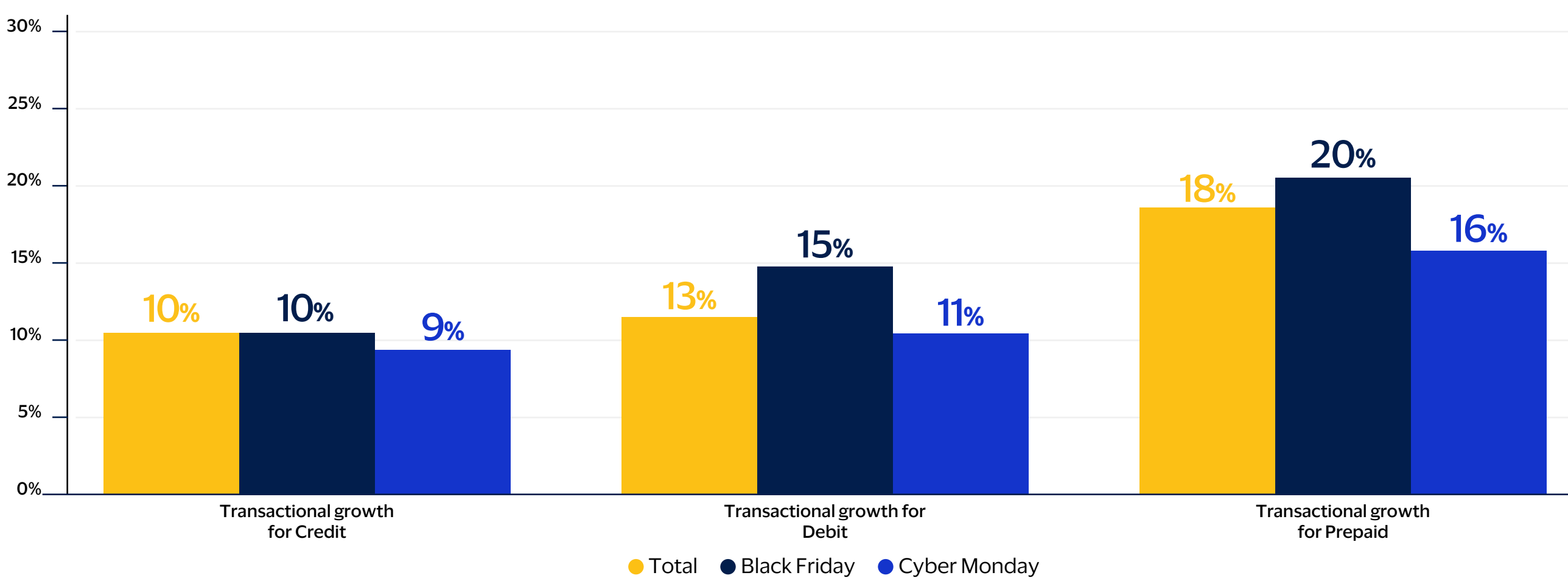
Total spend share breakdown per country during both dates:



Ranking for eCommerce transactional growth for both dates:



Growth in the period per product type for both dates:



12% Compared to the previous year, **Black Friday transactions** increased in the region.
Growth in Black Friday

10% Compared to the previous year, **Cyber Monday transactions** increased in the region.
Growth in Cyber Monday

Among the categories with the **most in-store and online purchase growth** in the region for both dates were:



Wholesale



Technology



Airlines