

PURCHASE AND PAYMENT BEHAVIORS OF LATIN AMERICAN AFFLUENT CONSUMERS

The affluent consumer has evolved into the prosperous consumer. **Their desire for independence, shift in social values and interests require a deep understanding of the behavioral and psychological trends** that can define the products and benefits that are unique for them.



CATEGORIES WHERE LATIN AMERICAN AFFLUENT CONSUMERS ARE MORE LIKELY TO INCREASE THEIR CONSUMPTIONS IN 2021¹



Restaurants



Appliances



Travel



Electronics



Car related products



Apparel & shoes



Sporting goods

PREFERRED PAYMENT METHODS FOR AFFLUENT CONSUMERS IN LATIN AMERICA²



52%

Debit & Credit card



26%

Cash



22%

New payment methods

DEVICES USED BY LATIN AMERICAN AFFLUENT CONSUMERS TO BUY ONLINE¹

Consumers can use or answer more than one payment method (percentages do not add up to 100%)



77%

Mobile Phone



83%

Computer



10%

Tablet

SMART TECHNOLOGY AS PART OF THE AFFLUENT CONSUMER'S LIVES³



Smartwatch

24%



Virtual reality headset/device

7%



Smart home product

19%



Smart wristband

17%



Smart TV

49%



Visa is here to help you

Contact your Visa account executive to better understand the affluent consumer's lifestyles, spending habits and to identify opportunities to serve this segment and boost their loyalty.



Sources:
1. Consumer Mindset During COVID-19, C-Space, December 2020.
2. Visa affluent report Latin America, Ipsos, October 2020.
3. GlobalWebIndex 2020. Affluent consumers report. <http://globalwebindex.com/>

About Visa. Visa Inc. (NYSE: V) is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of digital commerce on any device, for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce.

The information, recommendations, or "best practices" contained herein (the "Information") are provided "AS IS," and are intended for informational purposes only and should not be relied upon for business, operational, marketing, financial, legal, technical, tax, or other advice. Visa is not responsible for your use of the Information (including errors, omissions, inaccuracies or non-timeliness of any kind) or any assumptions or conclusions you might draw from its use. Visa makes no warranty, express or implied, and explicitly disclaims the warranties of merchantability and fitness for a particular purpose, any warranty of non-infringement of any third party's intellectual property rights, any warranty that the Information will meet the requirements of a client, or any warranty that the Information is updated and will be error free. To the extent permitted by applicable law, Visa shall not be liable to a client or any third party for any damages under any theory of law, including, without limitation, any special, consequential, incidental, or punitive damages, nor any damages for loss of business profits, business interruption, loss of business information, or other monetary loss, even if advised of the possibility of such damages.