

September 2025

# The best of **Brazil**

The social and economic impact

of Mercado Libre on Brazilian

small and medium-sized enterprises (SMEs) 



**mercado  
libre**



# A MESSAGE FROM MERCADO LIBRE

In 2000, we opened a small office in São Paulo with a big ambition: to grow e-commerce across Brazil. Twenty-six years on, that group of dreamers has grown into a team of more than 50,000, all driven by the same goal of connecting buyers and sellers and democratize the access to high quality financial services.

Over the course of this journey, we have evolved from a fledgling Marketplace into a full-fledged ecosystem. We launched solutions such as Mercado Pago, Mercado Envios, Mercado Ads, and Mercado Play, pushing the limits of what it means to buy and sell online. We went public on NASDAQ in 2007, strengthened our governance, and built world-class tech hubs where product, data, and tech teams collaborate to turn ideas into tangible results. Today, AI and data science help deliver smarter recommendations, fight fraud at scale, optimize logistics, and provide responsible credit to those who need it most.

The title of this report, “The Best of Brazil,” captures the essence of our journey. We see the best of Brazil in the thousands of small and medium-sized businesses thriving in our ecosystem, creating jobs, income, and local development. It is in the growth of a small Amazonian producer like D’Amazônia Origens, expanding and creating opportunities by connecting with customers all over the country through our platform. And it is in the efficiency of our logistics network with over 4,600 operations spread across Brazil, reaching remote areas — sometimes by boat or horseback — and we ensure that 95% of deliveries are handled by our own network.

What we have built goes beyond a set of products, it is a virtuous cycle of integrated solutions that drives the real economy. For millions, Mercado Pago has been their entry point into the financial system, providing payment options, digital accounts, credit, and tools that accelerate growth. For sellers, we bring together storefront, traffic, logistics, financing, and marketing all in one platform, cutting barriers, closing gaps, and boosting productivity.

Our story is also one of commitment to the future: investing in renewable energy in our logistics facilities, improving packaging, launching digital education and entrepreneur training initiatives, and building local partnerships that strengthen value chains. Every operational improvement we introduce — from warehouse automation to smarter last-mile solutions — cuts costs, speeds up deliveries, and expands access, especially in places where it was previously unavailable.

This report shows how the digital transformation of the Brazilian economy generates jobs, speeds up formalization, strengthens whole industries, and opens up new opportunities. Our challenge now is to continue growing with the same determination, simplicity, and unwavering focus on customers that got us this far. We want every purchase, every click, and every transaction to be new opportunities for the digital economy to become a driver of progress for millions of people and companies.

We will continue exceeding expectations, creating value for the users, and building a more sustainable future — honoring the immense potential of Brazil and its people. Because at the end of the day, this is what drives us: bringing out “the best of Brazil” every day, on our platform and beyond.

## Fernando Yunes

*Senior VP and Head of  
Mercado Livre Brasil*

Developed together with **Euromonitor International**, this report helps assess the **impact of the Mercado Libre ecosystem on Brazilian entrepreneurs and SMEs** in 2024, using internal data, external sources, and real-life stories that allow us to see the true social and economic reach of operations.



# AN ECOSYSTEM THAT DRIVES ECONOMIC GROWTH

**Mercado Libre** is Latin America's largest ecosystem for e-commerce and digital financial services.

In 2024, we reached **over 100 million unique buyers**, more than 60 million unique monthly users on Mercado Pago by year-end.

## A VIRTUOUS CIRCLE OF INTEGRATED SOLUTIONS



MARKETPLACE

VEHICLES, REAL ESTATE, AND SERVICES

STREAMING

DIGITAL ADVERTISING

LOGISTICS



DIGITAL ACCOUNTS

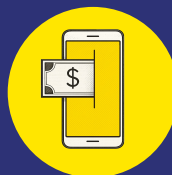
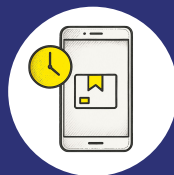
PAYMENTS

SAVINGS AND INVESTMENTS

LOANS

INSURANCE

BENEFITS



**68**

PURCHASES  
PER SECOND

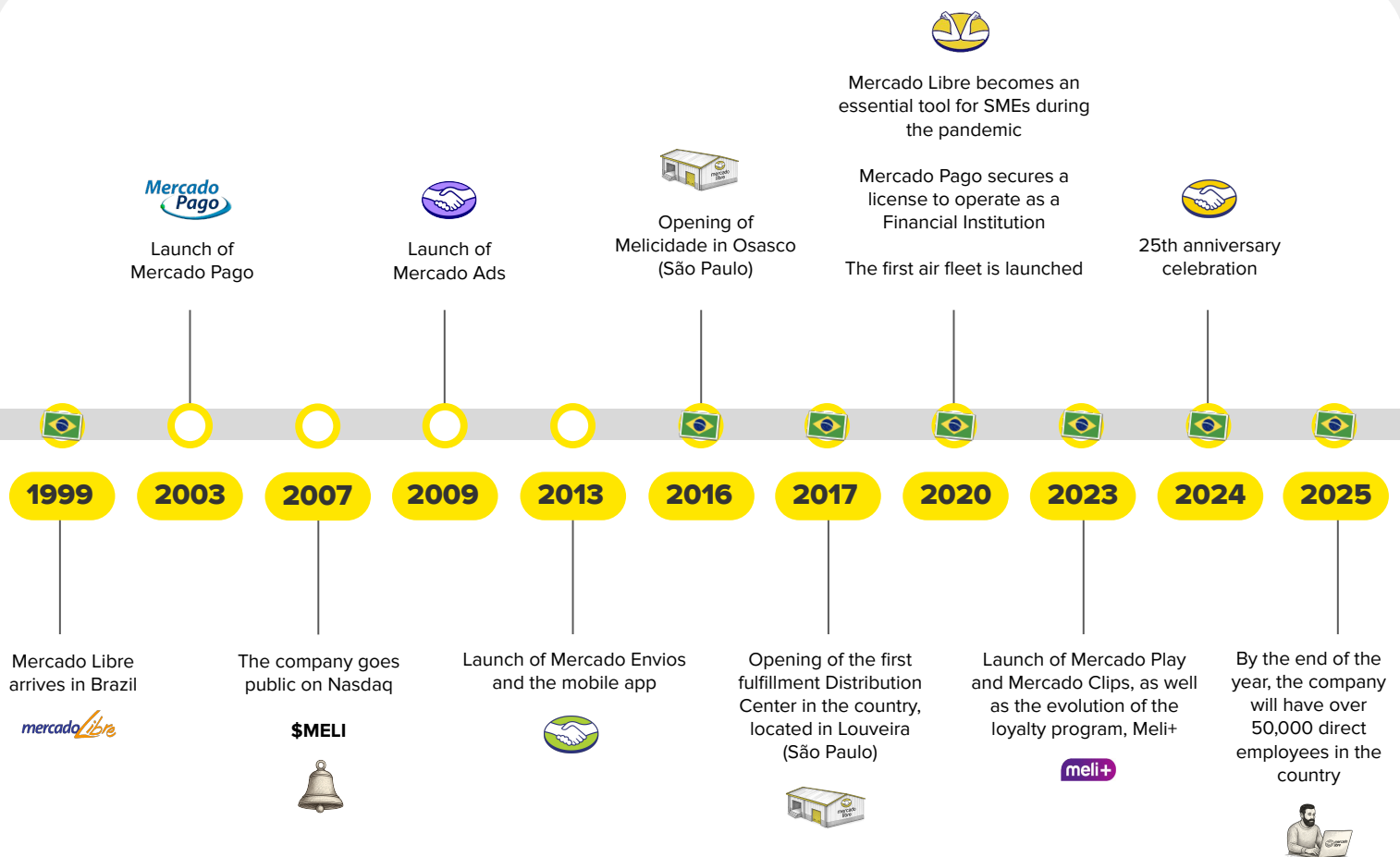


**459**

TRANSACTIONS  
PER SECOND

# MERCADO LIBRE IN BRAZIL

## 26 YEARS OF CONTINUOUS GROWTH



Mercado Libre delivers 56% of packages on the same or next day thanks to its **19 distribution centers, an air hub with 9 aircrafts and a last-mile fleet that includes over 2,000 electric vehicles.**

**Mercado Pago** is the country's fastest-growing digital account and has become the first entry point into the financial system for thousands of SMEs, giving them access to credit, payment options, and other tools, driving financial inclusion.

### Taxes paid

**More than R\$4.3 billion** paid in direct taxes in 2024.

For every R\$5,000 the federal government raises, R\$10 comes from Mercado Libre's operations.





**01.**

# WHY ARE WE TALKING ABOUT MERCADO LIBRE'S IMPACT?

## THE ECOSYSTEM DRIVING THE CORE OF BRAZIL'S ECONOMY

Millions of small and medium businesses in Brazil thrive thanks to the Mercado Libre ecosystem, which removes barriers and provides digital tools to sell, receive payments, access financing, and grow their businesses. Through the platform, many SMEs can reach regions that were previously out of reach, linking local production to consumers nationwide and multiplying their opportunities for growth.

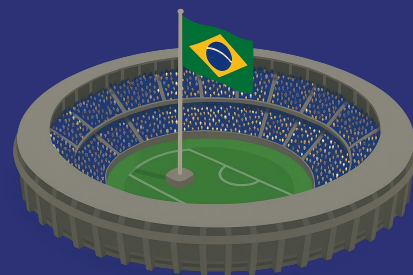
Mercado Libre's operations are supported by a highly extensive logistics network and solutions that reinforce both the present and future of every business. This network drives economic growth and financial inclusion for the Brazilian SMEs that are part of the ecosystem, formalizing their operations and expanding their opportunities.



Mercado Libre Ecosystem

**Over 5.8 million  
ENTREPRENEURS  
AND SMEs  
FROM BRAZIL USING  
MERCADO LIBRE AND  
MERCADO PAGO.**

**IF ALL ENTREPRENEURS,  
SMES, AND THEIR  
EMPLOYEES GOT  
TOGETHER, THEY COULD  
FILL THE MARACANÃ  
STADIUM 247 TIMES.**





From a beauty salon getting credit to expand, to a factory hiring new employees to meet online shopping demand, everyone can use Mercado Libre's solutions as a bridge to reach new markets and customers.

This transformation drives financial inclusion, creates jobs, and strengthens the productivity of SMEs, which are the heart of the Brazilian economy.

In 2024, total sales volume in Brazil, measured in local currency, increased by **69% from the previous year**, establishing the country as the company's most dynamic market. This growth shows that democratizing commerce, powered by our own technology and a value proposition combining logistics, payments, marketing, and management, supports SMEs, generates employment, and maintains the talent and productive identity of each region.

# R\$381 billion

in economic activity\* driven by entrepreneurs and SMEs through Mercado Libre and Mercado Pago.

Equivalent to  
**3.2%**  
of Brazil's GDP.

*\*Considers gross marketplace sales, effects on the logistics chain, and transactions processed via Mercado Pago.*



## RIO DE JANEIRO

An entrepreneur selling coconut water on the beach takes payments using Mercado Pago.



## 02. IMPACT THAT DRIVES SMEs GROWTH

### ECONOMIC IMPACT

Over

# R\$98.8 billion

in economic benefits\*  
obtained by SMEs

★  
**ALMOST 50% MORE THAN ALL  
E-COMMERCE SALES OF COMPANIES  
REGISTERED UNDER THE SIMPLES  
REGIME.**

\*Considers income from marketplace sales and financing through Mercado Pago.

### EMPLOYMENT



# 111,000+

jobs created in 2024  
by SMEs using  
Mercado Libre\*.

★  
**MORE THAN ALL THE JOBS  
CREATED IN THE STATE OF  
SANTA CATARINA IN 2024.**

\*Directly linked to their activity in our marketplace.

**20** jobs  
created  
per hour



connected to the Mercado  
Libre ecosystem in 2024\*.

\*Considers Mercado Libre employees, indirect jobs connected to the shipping logistics system, and jobs created by SMEs on the marketplace.

## Tools that boost SMEs sales

## COMMERCE



Over

**R\$90.4 billion**

in sales generated by SMEs via Mercado Libre in 2024.

**R\$2,861 per second**

invoiced by SMEs through the platform in 2024.

For

**59%**of SMEs in Brazil's marketplace, sales through **Mercado Libre** are their primary source of revenue.

VALENS



## SMALL BUT POWERFUL STORIES

At just **19 years old**, Nathan Ritter started selling on Mercado Libre in 2022, initially with acrylic lamps and identifying high-profit, low-competition opportunities. Today, his company **Valens** has established itself as the main producer of **MOR** camping items, as well as other imported products.

His products are delivered across Brazil, and his monthly revenue has increased, now hitting **R\$4 million**.

“

*The professional environment at Mercado Libre allowed me to organize my operations more confidently, invest in branded products, and maintain quality standards.*

Nathan Ritter,  
Founder of Valens

”

Thanks to Valens' national reach via the marketplace, the company surpassed **R\$100,000** daily in 2023 and earned **R\$4.8 million** just in December 2024.



# INTEGRATING BRAZILIAN BIODIVERSITY INTO DIGITAL COMMERCE

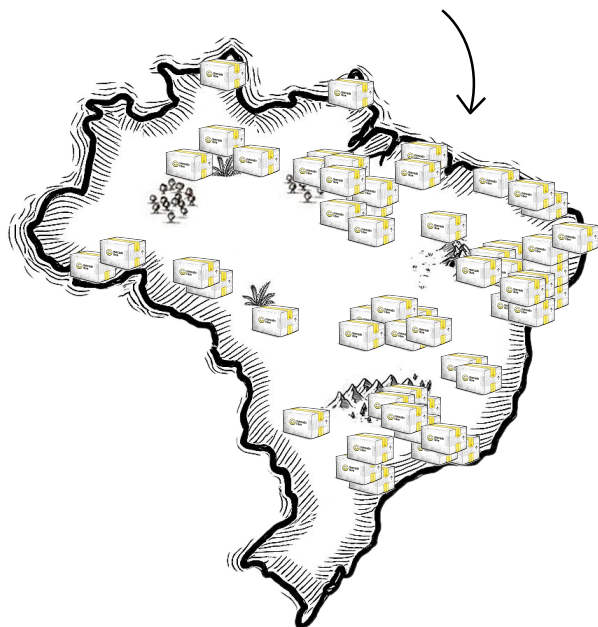
## THE HEART OF BRAZIL IS GROWING WITH THE DIGITAL ECONOMY

With programs such as Biomes in a Click, Mercado Libre supports socio-biodiversity businesses in the Amazon, Cerrado, Caatinga, and Atlantic Forest, mobilizing its ecosystem to close geographic and digital divides.

For over **50% of the entrepreneurs trained**, this was their first time using a marketplace, and more than **30% had never sold online before**.

With over 1,900 products available, our marketplace centralizes the biggest range of goods from Brazil's biomes in one place.

**Actual location of the entrepreneurs impacted by the program.**



## SMALL BUT POWERFUL STORIES

Joining Mercado Libre was a turning point in the history of **D'Amazônia Origens**, an Amazon-based business selling chocolate, cocoa nibs, and guarana. Online sales increased by over **150%**, the company expanded sourcing from 1 to 12 cocoa producers, and created a stable, profitable channel for **50 guarana producers**.

Cocoa purchases increased from **350 to almost 900 kilograms annually**, and the company added higher value products, generating direct jobs and boosting the local economy.

“

*Starting to use Mercado Libre opened up opportunities for dozens of small producers, reinforced my whole business ecosystem, and enabled me to directly hire more employees.*

*Luca D'Ambros,  
Founder of D'Amazônia Origens*

”

## Financial solutions that create opportunities

FINTECH

**60.5%**

of SMEs saw their sales grow by using Mercado Pago to collect payments.

**R\$286.2 billion**

in sales through **Mercado Pago** tools processed by SMEs.

**3 out of 5**

of SMEs in Brazil's ecosystem use **Mercado Pago** as their **primary payment method**.

MAOCHI



### CREDIT AND INVESTMENT

**67%**



of SMEs in the ecosystem had their first credit provided by Mercado Pago.

**2 out of 3**

entrepreneurs made their first financial investment using Mercado Pago.

**64%**

of SMEs use Mercado Pago as their **primary source of financing**.

## SMALL BUT POWERFUL STORIES

In **2010**, **Wellington Mota** and **Andressa Queiroz** started reselling cosmetics on Mercado Libre in their free time. What began as a way to make extra money grew so much that by **2018** they created their own brand, **Maochi**.

Today, the company generates between **R\$100,000 and R\$180,000 per month**, with spikes during sales events, and employs a full-time team of five.

The brand consolidated its transactions through **Mercado Pago**, enabling a single system for managing finances, while ensuring secure and reliable payments.

“

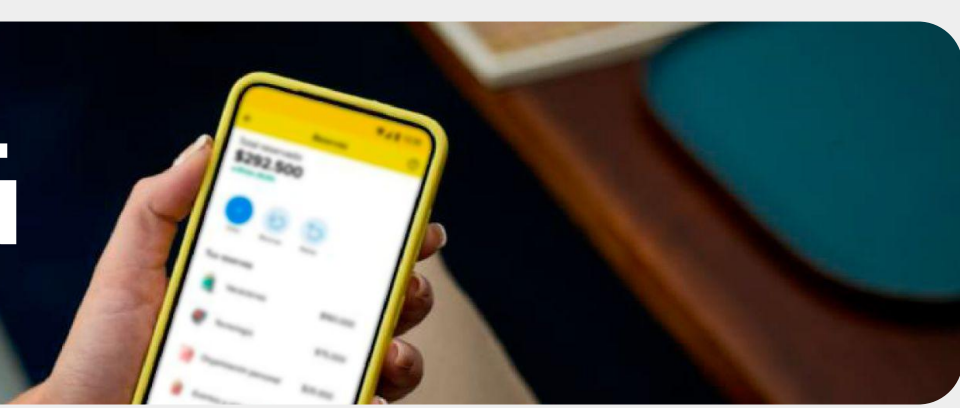
*Mercado Pago plays a key role in controlling cash flow, delivers almost daily income, and gives a centralized overview of all transactions.*

*Wellington Mota,  
Founder of Maochi*

”



# FINANCIAL INCLUSION IN BRAZIL



In recent years, Mercado Pago has established itself as an ally of Brazilian small and medium-sized businesses, expanding access to innovative financial solutions. Through active involvement in Central Bank programs such as Pix, the company helps break down long-standing barriers to credit, and offers better conditions for entrepreneurs nationwide.

By taking a transparent and pioneering approach to data sharing via Open Finance, Mercado Pago has broadened its services to address the increasing needs of entrepreneurs. The company is now set to move forward with the next stages of this agenda, including *Pix Automático* and *Pix Parcelado*, further enabling the digitalization and growth of Brazilian SMEs.

## Impact of Pix and Open Finance

We provided credit to

**22  
million**

people in 2024



**47%**

growth in transactions in  
2024, **36%** higher than the  
market

**6M**

consents fueled Open  
Finance offers in 2024

**#2**

institution receiving the  
most information from  
individuals and companies  
via Open Finance

**2/3**

of people who share data  
via Open Finance see  
improved credit offers

## SMALL BUT POWERFUL STORIES

Gustavo Lopes started selling cellphone accessories on Mercado Libre to increase his family's income. Partnering with a friend and leveraging the Mercado Libre ecosystem through Envios, card machines, and advertising, he saw his monthly revenue grow. Their company, Empório do Celular, introduced new services and adopted Pix, accelerating payments. Within a year, 30% of sales were conducted via Pix, helping reach R\$120 million in revenue in 2024.



## THE BEST OF **SÃO PAULO**

Over

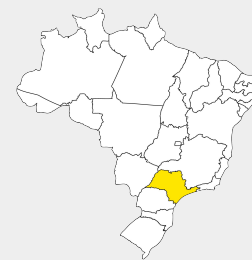
# 103,000

**jobs created** in 2024  
by SMEs using  
Mercado Libre.\*

\*Linked to their activity on our  
marketplace.



**THIS IS EQUIVALENT TO THE  
ENTIRE WORKFORCE OF  
CAMPINAS, ONE OF  
BRAZIL'S LARGEST  
INDUSTRIAL HUBS.**

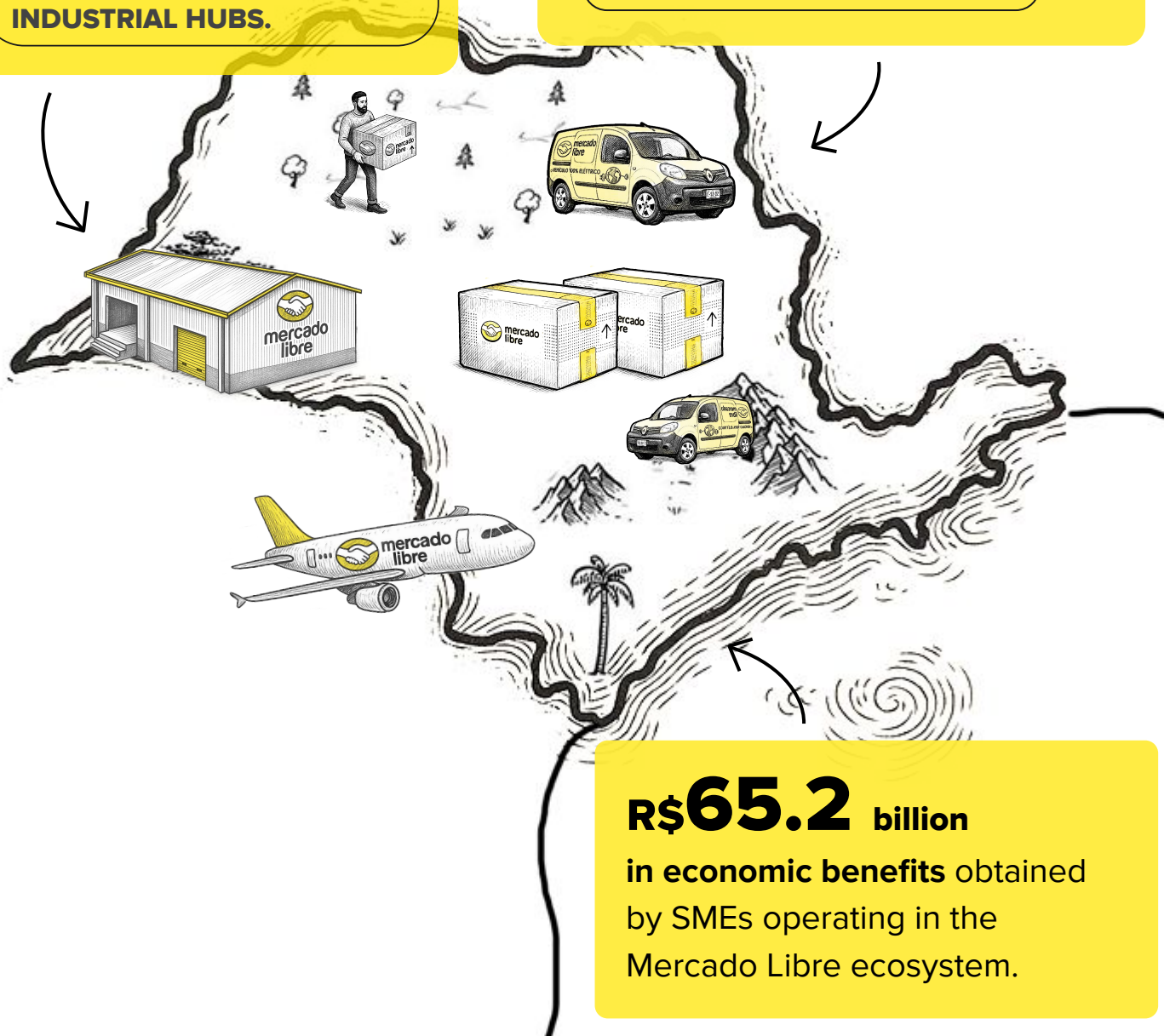


## R\$128.9 billion

**in economic activity** driven by SMEs  
within the Mercado Libre ecosystem.



**EQUIVALENT TO 3.6%  
OF THE STATE GDP.**

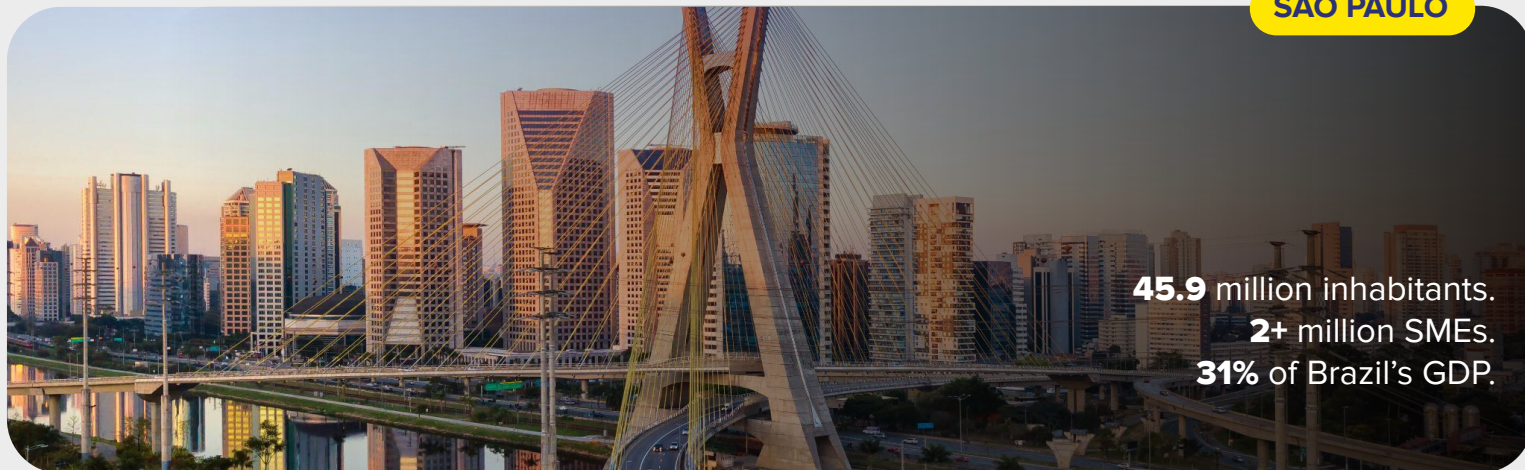


## R\$65.2 billion

**in economic benefits** obtained  
by SMEs operating in the  
Mercado Libre ecosystem.

*All data correspond to 2024.*





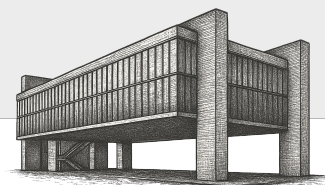
**45.9** million inhabitants.  
**2+** million SMEs.  
**31%** of Brazil's GDP.

## EMPLOYMENT



**376 jobs created each day**

connected to the Mercado Libre ecosystem.



**R\$61 billion**

in sales generated by SMEs through Mercado Libre in 2024.

**R\$1,930**

in SMEs sales every second on our marketplace.

## COMMERCE

For

**7 out of every 10**

SMEs operating with Mercado Libre, **sales generated on the platform are their main source of income.**



For

**66%**

of SMEs in the ecosystem, Mercado Pago provided their first access to credit.

For

**3 out of every 5**

SMEs in the ecosystem, Mercado Pago is its primary source of financing.

**62%**

of SMEs carried out their first financial investment using Mercado Pago.

## FINTECH

**50%**

of SMEs saw an increase in their 2024 sales by including Mercado Pago as a payment tool.

**R\$ 66 billion**

in sales **processed by SMEs** through Mercado Pago tools.

For

**3 out of every 5**

SMEs in the ecosystem have **Mercado Pago as their primary payment method.**

# THE BEST OF **BAHIA**



## 215+

**jobs created** in 2024  
by SMEs using  
Mercado Libre.\*

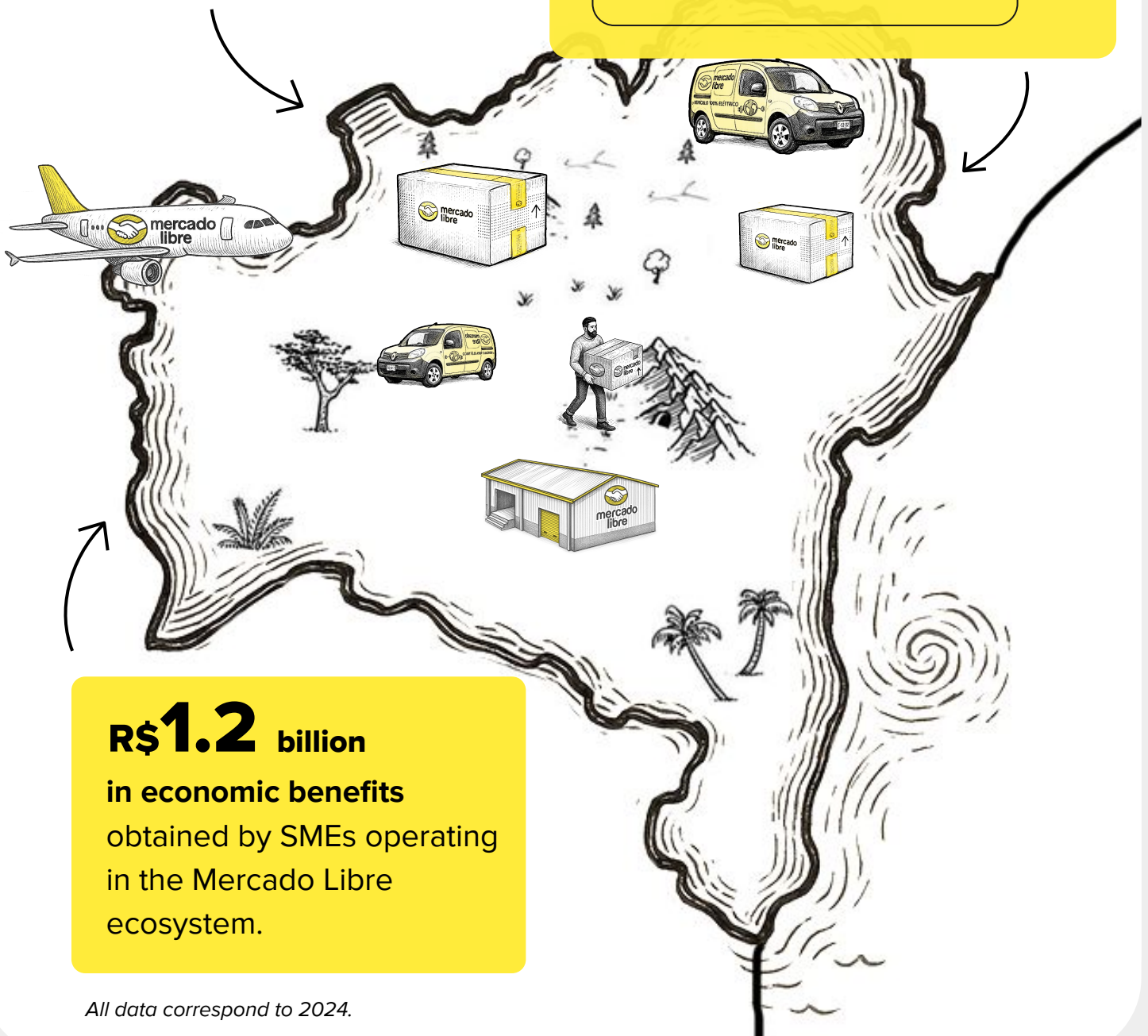
\*Linked to their activity on our  
marketplace.

## R\$20 billion

**in economic activity** driven by  
SMEs within the Mercado Libre  
ecosystem.



**EQUIVALENT TO 0.2%  
OF THE STATE GDP.**



## R\$1.2 billion

**in economic benefits**  
obtained by SMEs operating  
in the Mercado Libre  
ecosystem.

*All data correspond to 2024.*





**14.8** million inhabitants.  
**500,000+** SMEs.  
**4%** of Brazil's GDP.

## EMPLOYMENT



**10.7 jobs created each day**

connected to the Mercado Libre ecosystem.



**R\$374 billion**

in sales generated by SMEs through Mercado Libre in 2024.

**R\$11.8**

in SMEs sales every second on our marketplace.

## COMMERCE

For

**1 out of every 3**

SMEs operating with Mercado Libre, **sales generated on the platform are their main source of income.**



For

**64%**

of SMEs in the ecosystem, Mercado Pago provided their first access to credit.

For

**2 out of every 3**

SMEs in the ecosystem, Mercado Pago is their primary source of financing.

**70%**

of SMEs carried out their first financial investment using Mercado Pago.

## FINTECH

**58%**

of SMEs saw an increase in their 2024 sales by including Mercado Pago as a payment tool.

**R\$19.8 billion**

in sales **processed by SMEs** through Mercado Pago tools.

For

**3 out of every 5**

SMEs in the ecosystem have **Mercado Pago as their primary payment method.**

# O MELHOR DE PERNAMBUCO



## 50+

**jobs created** in 2024  
by SMEs using  
Mercado Libre.\*

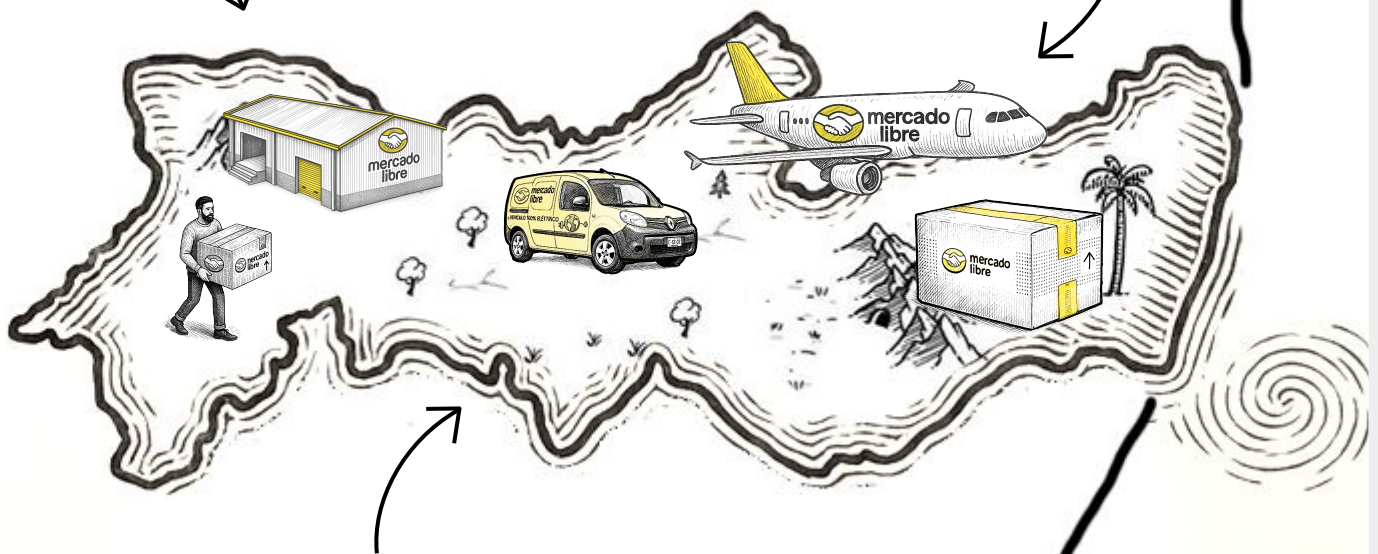
\*Linked to their activity on our  
marketplace.

## R\$ 13.9 billion

**in economic activity** driven by  
SMEs within the Mercado Libre  
ecosystem.



**EQUIVALENT TO 0.6%  
OF THE STATE GDP.**



## R\$614 million

**in economic benefits** obtained  
by SMEs operating in the  
Mercado Libre ecosystem.





**9.5** million inhabitants.  
**400,000+** SMEs.  
**2.4%** of Brazil's GDP.

## EMPREGO



**3.3 jobs created each day**  
 connected to the Mercado Libre ecosystem.



**R\$152 billion**

in sales generated by SMEs  
 through Mercado Libre in  
 2024.

**R\$5**

in SMEs sales every  
 second on our  
 marketplace.

## COMMERCE

For

**1 out of every 4**

SMEs operating with Mercado  
 Libre, **sales generated on the  
 platform are their main  
 source of income.**



For

**68%**

of SMEs in the ecosystem,  
 Mercado Pago provided their  
 first access to credit.

For

**2 out of every 3**

SMEs in the ecosystem,  
 Mercado Pago is its primary  
 source of financing.

**73%**

of SMEs carried out their first  
 financial investment using  
 Mercado Pago.

## FINTECH

**68%**

of SMEs saw an increase  
 in their 2024 sales by  
 including Mercado Pago  
 as a payment tool.

**R\$13.6 billion**

in sales **processed by SMEs**  
 through Mercado Pago tools.

For

**7 out of every 10**

SMEs in the ecosystem have  
**Mercado Pago as their  
 primary payment method.**

## THE IMPACT OF CADs IN THE LOCAL ECONOMY

Our 19 Storage and Distribution Centers (CDs) generate economic development and employment in the communities where they operate. Their operations activate a network of direct and indirect jobs and production, ranging from suppliers to employees, many of whom find at Mercado Libre their first formal job.

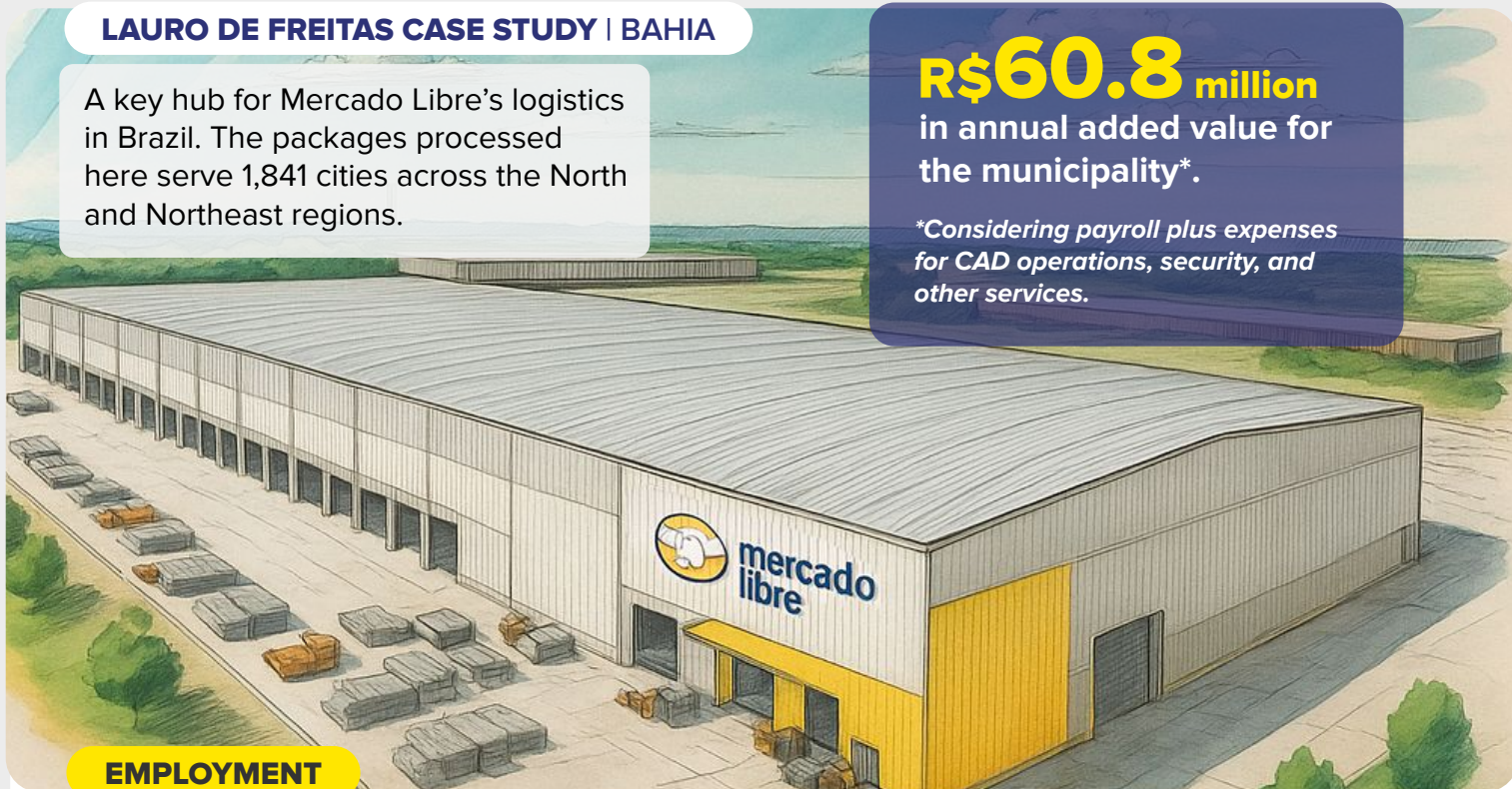
These centers manage the products sold through our marketplace, enabling SMEs to expand their storage and inventory capacity and to reach any part of the country in less than 24 hours.

### LAURO DE FREITAS CASE STUDY | BAHIA

A key hub for Mercado Libre's logistics in Brazil. The packages processed here serve 1,841 cities across the North and Northeast regions.

**R\$60.8 million** in annual added value for the municipality\*.

*\*Considering payroll plus expenses for CAD operations, security, and other services.*



#### EMPLOYMENT

**1,500+**

people connected to the storage center.

Over  
**900**

transportation operators.

Over  
**56,000 m<sup>2</sup>** of space.

#### SHIPPING

**1 in 3**

Mercado Libre shipments nationwide comes from this distribution center.

Over  
**140,000**

packages handled daily.

Over  
**3 million** SME products in storage.



### SMALL BUT POWERFUL STORIES

**Leadec Services**, a German multinational, began its partnership with Mercado Libre in 2021 at the Storage Center in Lauro de Freitas, with only **8 employees**. Today, it has around **350 professionals across more than 20 operations throughout the country**. The company adapted to Mercado Libre's logistics ecosystem and managed to professionalize its processes to serve operations such as **fulfillment, receiver centers, and cross-dockings**, consolidating a solid and sustainable relationship.



### **SMEs and entrepreneurs operating in the Mercado Libre ecosystem**

This refers to sellers on the Mercado Libre marketplace and sellers using Mercado Pago payment tools. The “SMEs and entrepreneurs” group was segmented based solely on revenue, as the exact number of employees and other variables were not available. Revenue ranges were set according to the criteria defined by Brazil’s relevant authorities, the share of SMEs among all Brazilian companies, and Mercado Libre and Mercado Pago’s own segmentation criteria. Commerce or fintech sales by sellers classified as “big sellers” were not considered in any case.

### **Mercado Libre Ecosystem**

For this study, the Mercado Libre ecosystem refers to the Mercado Libre marketplace and all activities related to e-commerce management, logistics and transport for shipping packages, and the full range of fintech products and solutions offered by Mercado Pago.

### **Economic activity mobilized**

Economic activity mobilized considers the gross sales from the marketplace made by SMEs, their indirect impact on the payroll of transporters associated with the shipments generated by those sales, and the gross sales processed through Mercado Pago.

### **Economic benefits generated**

The economic benefits generated for SMEs operating in the Mercado Libre ecosystem include the total of marketplace sales and credits received through Mercado Pago.

### **Jobs created by SMEs operating in the Mercado Libre ecosystem**

Projected data by Euromonitor based on surveys of SMEs selling on the Mercado Libre marketplace at both national and state levels, with an error margin under 5%. The figures come from how the companies themselves attribute “activity on Mercado Libre” as a key factor for creating new jobs in 2024. Here, it considers only marketplace SMEs, since this involves a specific activity level (sales management, stock, reputation, shipping) to which the assignment of tasks and associated employment can be attributed.

### **Sales generated on the marketplace**

This corresponds to the total gross sales generated by entrepreneurs and SMEs on Mercado Libre (known as Gross Merchandise Volume, GMV).

### **Sales processed by Mercado Pago**

Total sales processed by entrepreneurs and SMEs through payment solutions (Point, Payment Links, online processing) + transfers attributed to sales (Over 15 external transfers per month).

### **Exchange rate**

The annual average exchange rate considered: 5.03 R\$/USD.

### **Brazil GDP**

Based on Brazil’s 2024 GDP data from IBGE (Brazilian Institute of Geography and Statistics).

Throughout the report, different comparisons or equivalents were used to facilitate the interpretation of the dimensions of the impact:

**Comparison of SMEs to Maracanã Stadium:** Based on the average of 3.2 people employed per MSME (SEBRAE – Brazilian Service of Support for Micro and Small Enterprises). When multiplied by 5.8 million companies, this gives an estimated workforce of 18.56 million people, roughly equal to 247 times the capacity of Maracanã Stadium (78,800 people for sporting events).

**To highlight Mercado Libre’s impact on the economy, publicly available Brazilian data was used for comparison.**

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## ABOUT THIS STUDY: METHODOLOGY

“The best of Brazil” study aims to deepen the understanding of Mercado Libre’s role as a driver of social and economic development in its main markets. In this edition, the focus is specifically on the impact on Micro, Small, and Medium-sized Enterprises (MSMEs) and entrepreneurs operating within the ecosystem in Argentina, Brazil, and Mexico, including for the first time a subnational analysis to assess the reach of the impact.

In preparing the report, Euromonitor International created and applied — working closely with Mercado Libre — a mixed-method approach that integrates various sources:

- **7,700+ direct surveys** of SMEs and entrepreneurs selling via the marketplace and using Mercado Pago payment tools;
- **Analysis of internal data** provided by Mercado Libre, covering sales, fintech activity, job creation, and more;
- **Qualitative interviews** by Euromonitor with key logistics players, including last-mile operators, distribution centers, and transport providers;
- **Secondary research:** use of secondary sources to assess Mercado Libre’s micro and macroeconomic impact.

*Reviewed and commented on by **Bernardo Díaz de Astarloa**, economist at **IIEP–University of Buenos Aires**.*

## ABOUT MERCADO LIBRE

Founded in 1999, MercadoLibre, Inc (NASDAQ: MELI) is Latin America’s leading e-commerce and financial technology company, operating in 18 countries. The company offers solutions for individuals and businesses to buy, sell, advertise, and ship products online, as well as payment, credit, investment, insurance, and benefits management solutions. Mercado Libre’s mission is to make commerce and financial services accessible across Latin America, a market full of opportunity and high growth potential. It leverages world-class technology to create intuitive, locally adapted solutions, transforming millions of lives in the region.







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livre



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