



ECONOMIC ACTIVITY OF SMEs IN MERCADO LIBRE IN BRAZIL EXCEEDED R\$380BN IN 2024

A new report from the company verifies that, in 2024, its ecommerce and financial ecosystem will move the equivalent of 3.2% of the national GDP

São Paulo, September 2025 – Mercado Libre presents its report The Best of Brazil, a study carried out with Euromonitor International that measures the social and economic effect of the ecosystem on Brazilian entrepreneurs and SMEs.

In 2024, SMEs operating on Mercado Libre and Mercado Pago will mobilize R\$380.9 billion in economic activity, a figure equivalent to 3.2% of Brazil's GDP. The impact on the ground is measured in volume of sales, but also in employment: more than 111,000 jobs were created by SMEs that sell on the marketplace for their ecommerce operation.

"Mercado Libre was born with a mission to democratize commerce and financial services. Today we are a strategic partner for millions of entrepreneurs who find in our ecosystem a real platform for growth, innovation and inclusion", said Fernando Yunes, Country Lead of Mercado Libre Brasil.

The report also shows the regional impact: in São Paulo, the ecosystem mobilized the equivalent of 3.6% of the state's GDP, and generated the equivalent of 376 jobs per day.

Mercado Libre is thus consolidating itself as the largest ecommerce and fintech ecosystem in Latin America, with a sustained commitment to innovation, employment and financial inclusion.

The Best of Brazil is available at <https://investor.mercadolibre.com/impact>.