



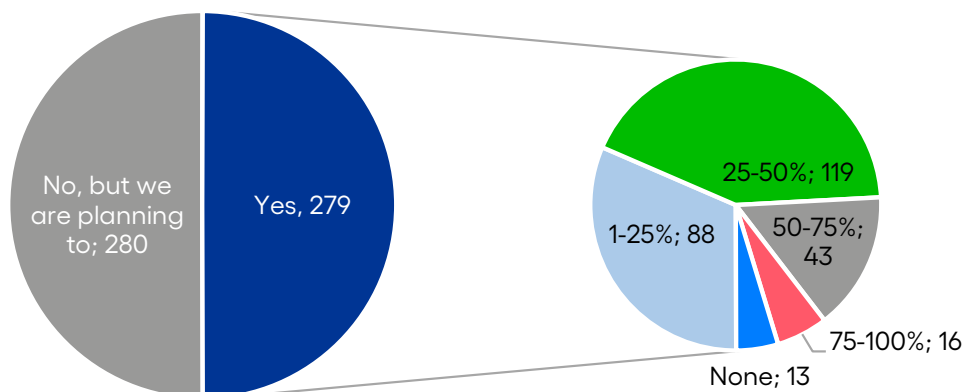
MSMEs digital exports in Latin America Brazil at a glance

The **Country Focus series** presents country-level insights drawn from a survey conducted by the International Chamber of Commerce (ICC) in 2023 in four Latin American markets. The survey focuses on the export activities of micro-, small-, and medium-sized enterprises (MSMEs). It analyses the challenges and the barriers that prevent MSMEs from fully leveraging digital tools and technologies to boost exports. Each country summary provides an overview of indicators on the use of digital tools and the export capabilities of MSMEs. Additional findings are available in the full ICC report “MSMEs Digital Exports in Argentina, Brazil, Colombia and Mexico”.

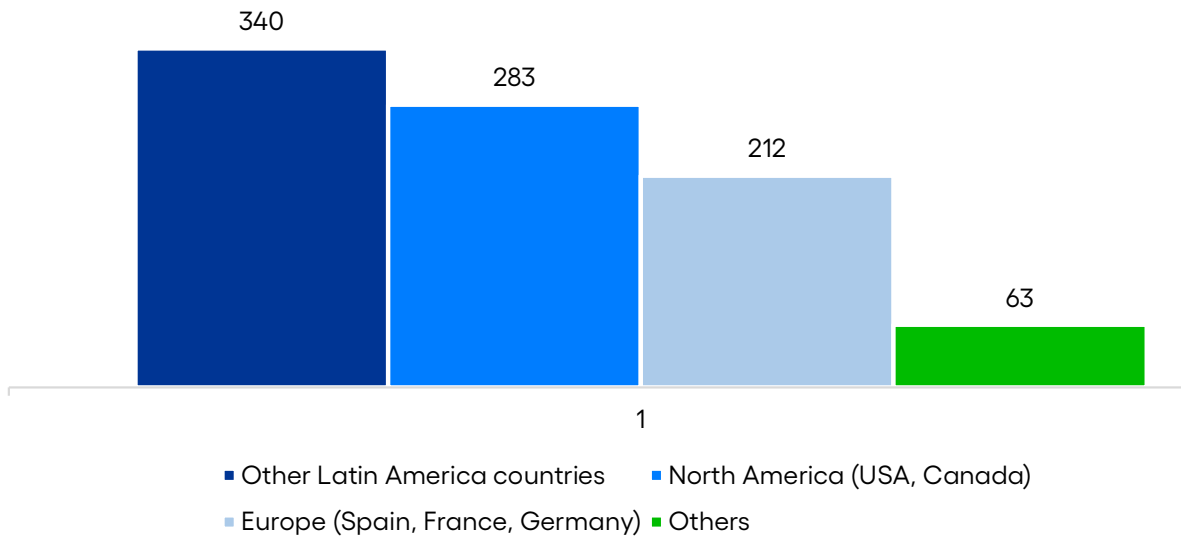
Overview of surveyed companies in Brazil

By sector	Number of responses	By company size	Number of responses	Of which are informal (%)
Commerce	205	1-9 employees	272	46%
ICT	91	10-49 employees	145	26%
Manufacturing	49	50-249 employees	142	13%
Health, Education and other Social Services	46			
Other	168			
TOTAL	559		559	

Companies actively exporting or planning to export (left) and the proportion of their production that is exported (right), number of responses



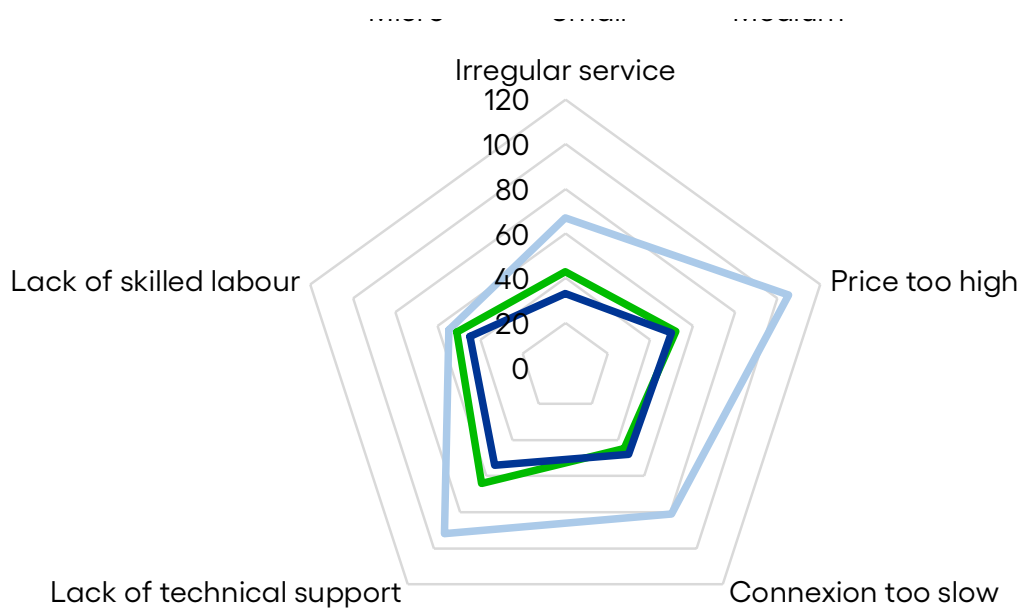
Preferred export destinations, number of responses



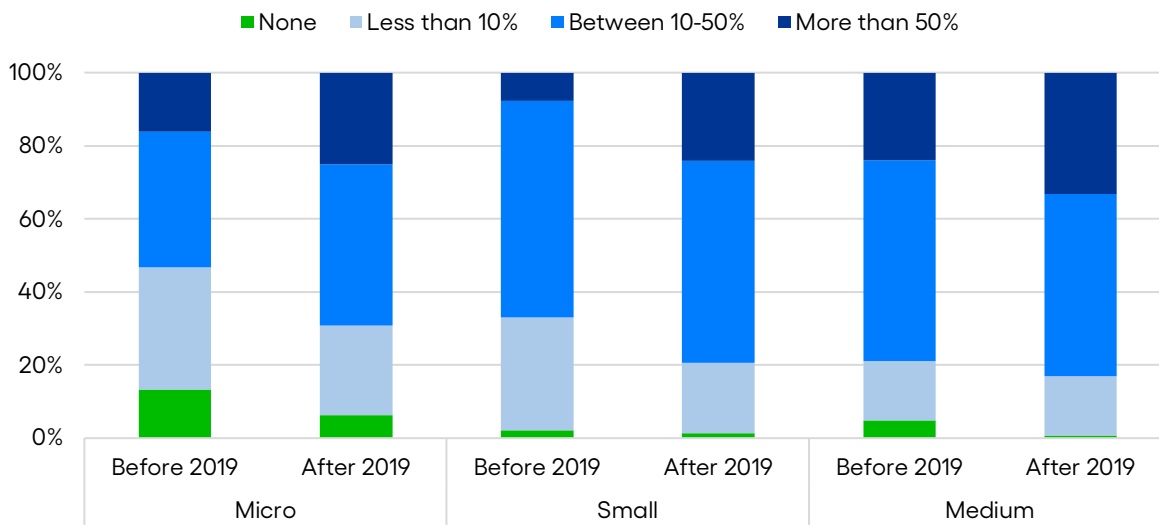
Three main barriers to exporting, 1= the most significant barrier

	Micro	Small	Medium
1	Language	Language	Resources
2	Resources	Resources	Language
3	Payment Methods	Marketing	Marketing

Barriers to accessing the Internet, number of responses



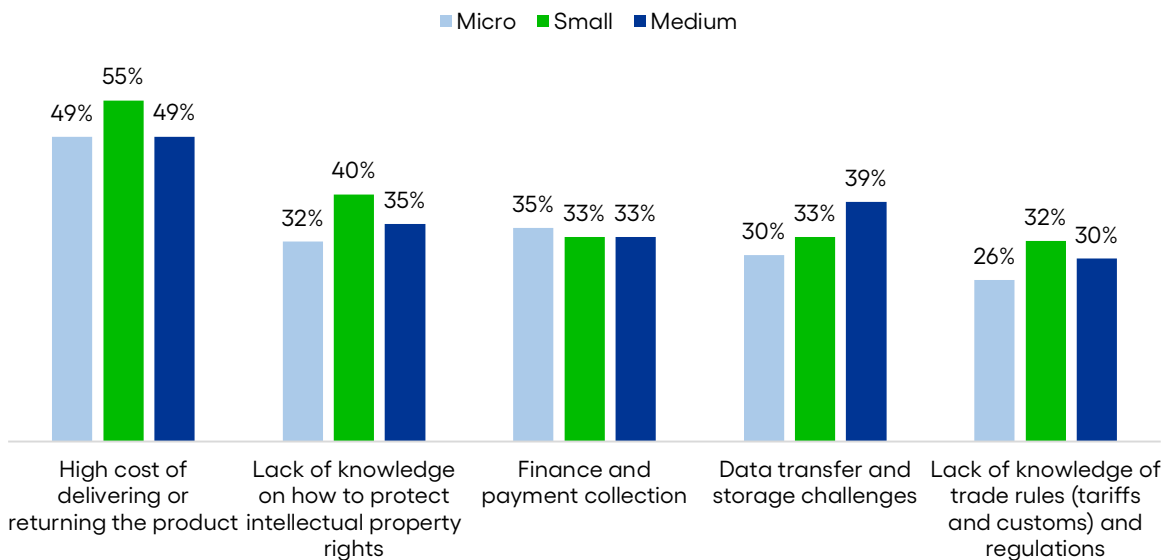
Sales made with the help of online commerce platforms or digital tools, in percentage and by company size



Top three online commerce platforms used to sell products, percentage of responses by company size

	1	2	3
Micro	67%	77%	55%
Small	61%	74%	57%
Medium	65%	73%	61%

Main barriers to selling/buying online, in percentage for each category



Digital skills deemed most valuable, by number of responses

