

**The payment  
landscape of  
B2C e-commerce  
marketplaces  
in Latin America  
and the Caribbean**

Romina Gayá



UNITED NATIONS



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## Abstract

This paper studies the digital payments landscape of B2C e-commerce marketplaces in Latin America and the Caribbean. It presents the main characteristics of different digital payment methods, as well as their advantages and disadvantages. It also examines how digital payments contribute to financial inclusion and it describes the global and regional trends and prospects. It presents the main findings of an exhaustive analysis of payment methods accepted by more than 550 transactional marketplaces in 33 countries in LAC. It also examines the main obstacles to development of digital payments in LAC, especially regarding cross-border e-commerce, and proposes some initiatives to address those constraints.

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