

Black Friday 2025

Everything about e-commerce platforms

Discover what was the online behavior of consumers this 2025 Black Friday Sale Week in México, Spain and Brazil.

The winners: Visits and Purchases

The Black Friday analysis reveals three distinct market leaders: **Mercado Libre in Mexico, Amazon in Spain, and Shopee in Brazil**, each securing the number one spot for both visits and purchases. Aamzon Lost the first position in México, but remains the most visited and purchased platform in Spain and the 3rd in Brazil. It has been a volatile year for other major international players. Temu has established itself in the three markets, entering Brazil in purchases for the first time (12th). It's been a great year for another big chinese platform, Shein, which saw either an increase or an establishment in all metrics. Established physical retailers like Walmart and El Corte Inglés lost ground on both metrics, suggesting a shift in consumer preference **toward pure-play e-commerce leaders**.



WEB & APP

Most visited e-commerce

México	Spain	Brazil
1 Mercado Libre	1 Amazon	1 Shopee
2 Amazon	2 Aliexpress	2 Mercado Libre
3 Shein	3 Shein	3 Amazon
4 Temu	4 Temu	4 Shein
5 Aliexpress	5 Lidl	5 MagazineLuiza
6 Liverpool	6 Carrefour	6 Aliexpress
7 Walmart	7 El Corte Inglés	7 Temu
8 Coppel	8 Miravia	8 Americanas
9 Bodega Aurrera	9 Mediamarkt	9 CasaBahia
10 Staren	10 PcComponentes	10 Oboticario
11 Sams Club	11 Zara	11 Neshoes
12 Apple	12 Stradivarius	12 Boticario
13 Homedepot	13 Decathlon	13 Carrefour



WEB & APP

Most purchased e-commerce

México	Spain	Brazil
1 Mercado Libre	1 Amazon	1 Shopee
2 Amazon	2 Aliexpress	2 Mercado Libre
3 Temu	3 Temu	3 Amazon
4 Shein	4 Shein	4 CasaBahia
5 Aliexpress	5 Carrefour	5 MagazineLuiza
6 Walmart	6 El Corte Inglés	6 Shein
7 Liverpool	7 Miravia	7 Aliexpress
8 Bodega Aurrera	8 H&M	8 Pague Menos
9 Farmacia San Pablo	9 Primor	9 Oboticario
10 Coppel	10 Lidl	10 Drogasil
11 Adidas	11 Zalando	11 Drogaria Sao Paulo
12 Farmacias del Ahorro	12 Leroy Merlin	12 Temu
13 Tiendas Soriana	13 Lefties	13 Droga Raia

Behavior inside e-commerce platforms



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Most searched words

México	Spain	Brazil
1 Samsung s25	1 Baliza v16 DGT	1 Kindle
2 Kindle	2 Kindle	2 Gift Card
3 Árbol Navidad	3 Cocina	3 Xiaomi POCO x7
4 Alexa	4 Accesorios electrónicos	4 iPhone 16
5 Nintendo Switch	5 Ropa de hombre	5 Whey
6 Cafetera	6 Ropa de mujer	6 Ventilador
7 Audífonos	7 Calendario Adviento	7 Tablet
8 Navidad	8 Xiamoi	8 S24
9 Stranger Things	9 Alexa	9 Relogio
10 Café	10 Smart TV	10 Forno Eletrico

What did our panelists searched for?

These are the most searched terms from our panelists in the search engines within the main e-commerce platforms in México, Brazil and Spain.



WEB & APP

Most purchased categories

Spain
1 HOME AND GARDEN
2 FASHION AND ACCESORIES
3 BEAUTY AND HEALTH CARE
4 INFORMATICS AND TELECOM
5 STATIONERY
6 SPORTS AND OUTDOORS
7 TOYS AND GAMES
8 APPLIANCES
9 AUTOMOTIVE
10 CULTURE AND ENTERTAINMENT
11 ELECTRONICS
12 FOOD
13 HOUSEHOLD SUPPLIES

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Do you want to have all the information about user behavior on e-commerce platforms?

This data is possible thanks to Netrica, our solution that provides you with in-depth analysis of user interactions on websites, apps, and purchases.