The Next Wave of Global Consumers

by d·local

Consumer Research Report

Shoppers across seven high-growth markets pay, switch brands, and decide who earns their business

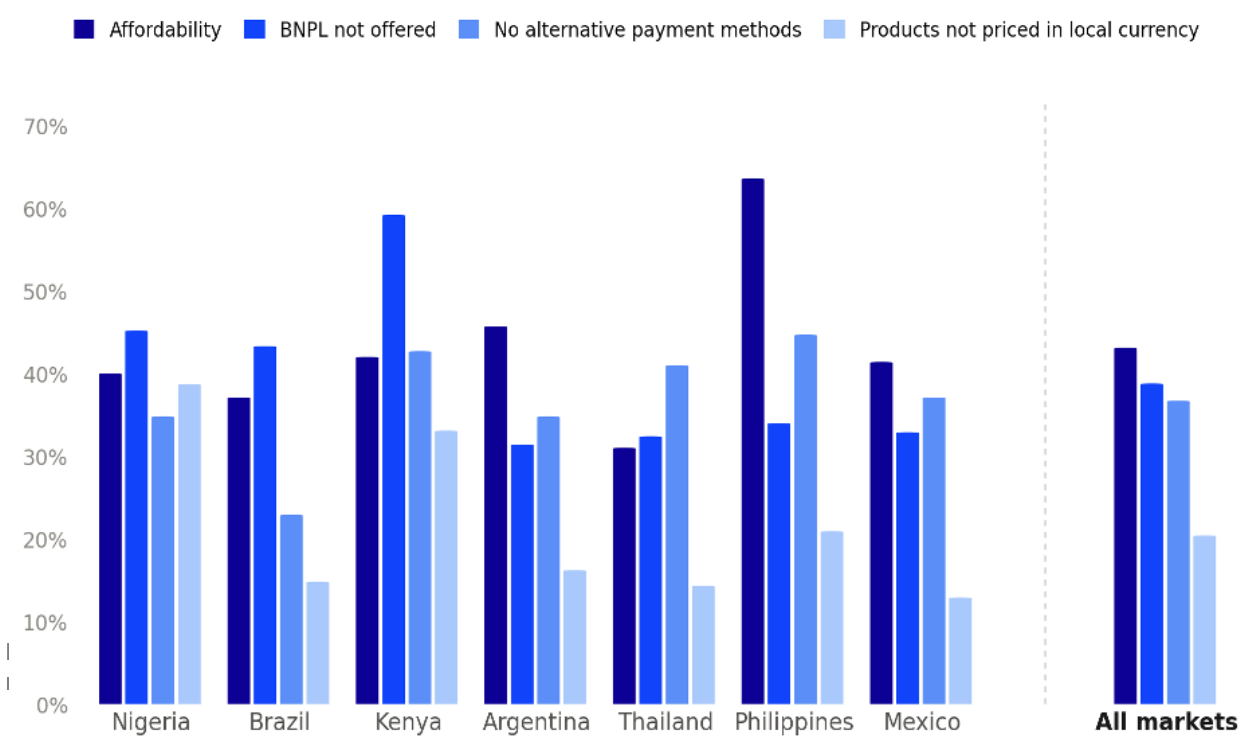
Consumer **payments** **& brand perceptions** research

by d·local

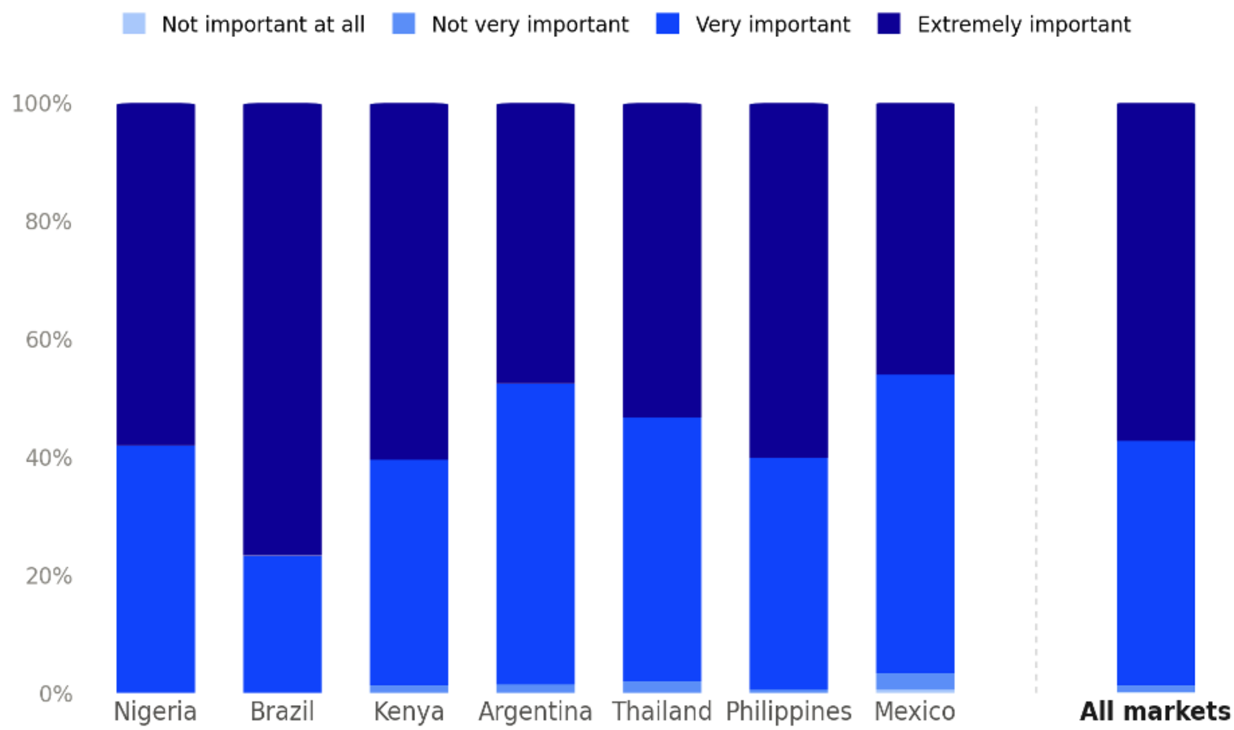
Full Survey Results

The charts below show every survey question broken out by country. Percentages are computed directly from the underlying response file (n=1,358 across all seven markets); see the note under each chart for that question's base size and any question-specific caveats.

Q1. What barriers do you face when paying for products online? (select all that apply)

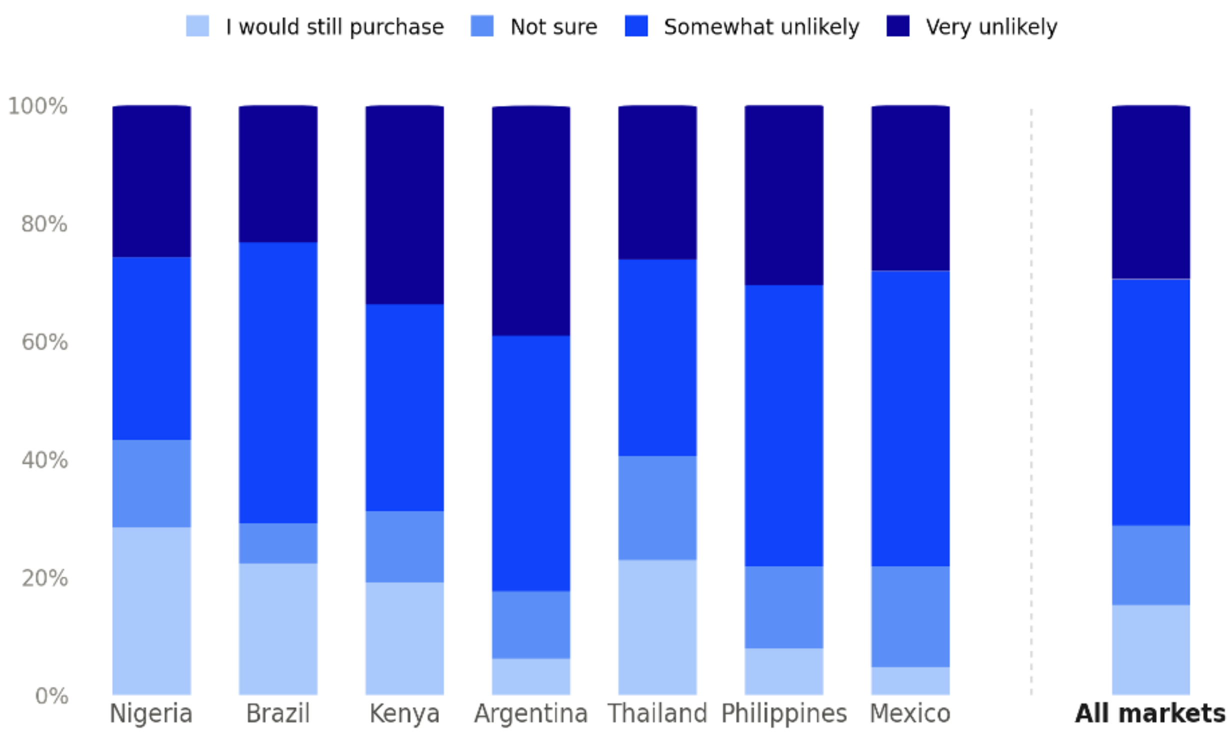


Q2. When purchasing products online, how important are accessible payment options to you?



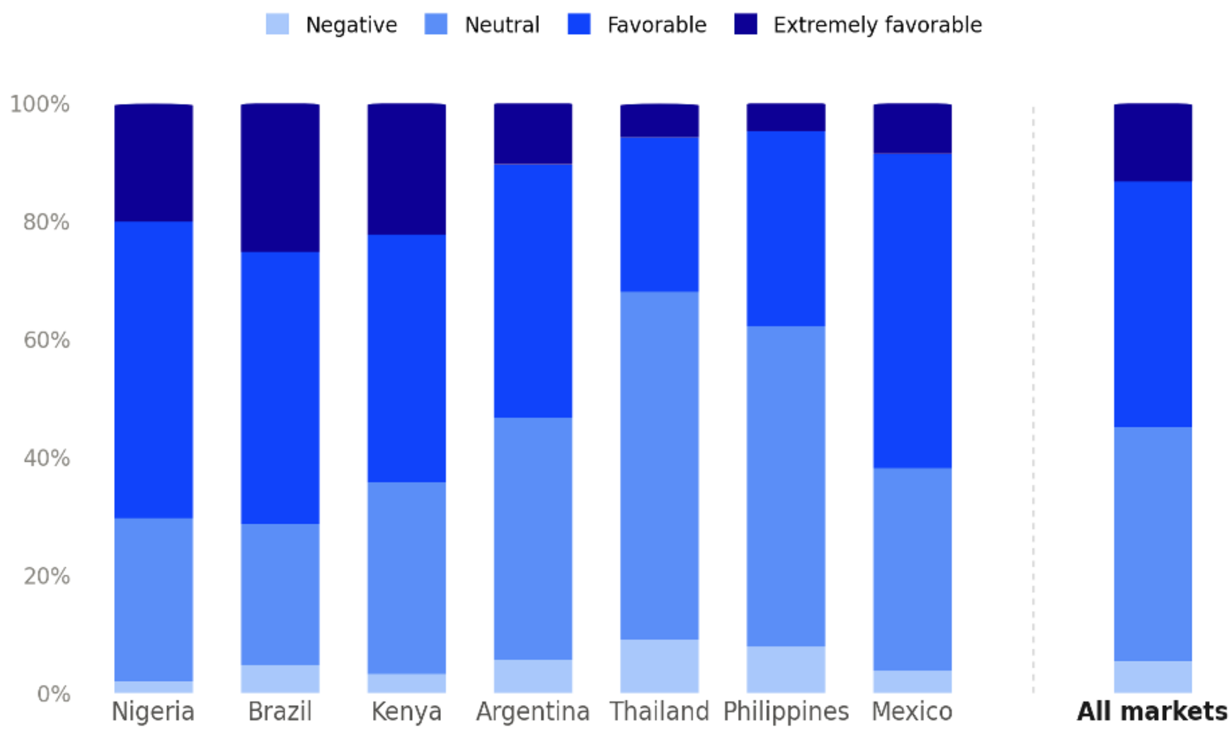
Single-select. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

Q3. How likely would you be to buy from an eCommerce website if it did not accept payments in your local currency or an alternative payment method?



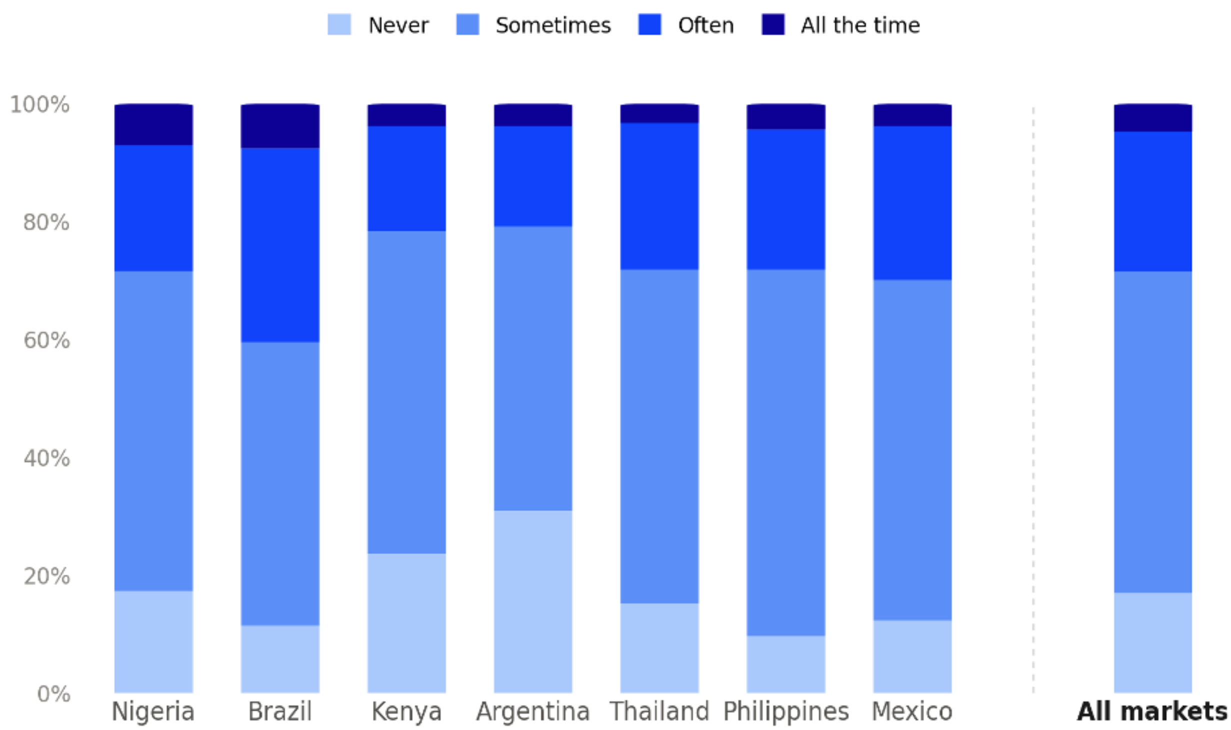
Single-select. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

Q4. How favorable is your view of Chinese eCommerce brands?



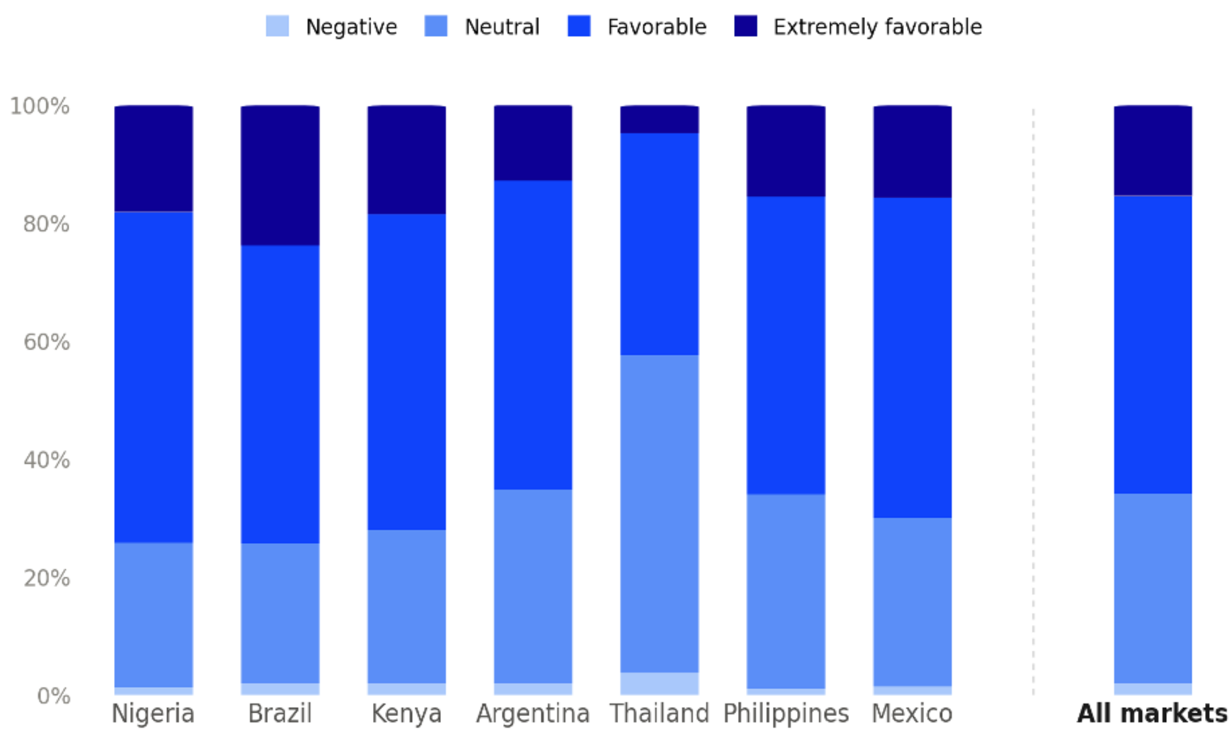
Single-select. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

Q5. How often do you purchase products from Chinese eCommerce sites?



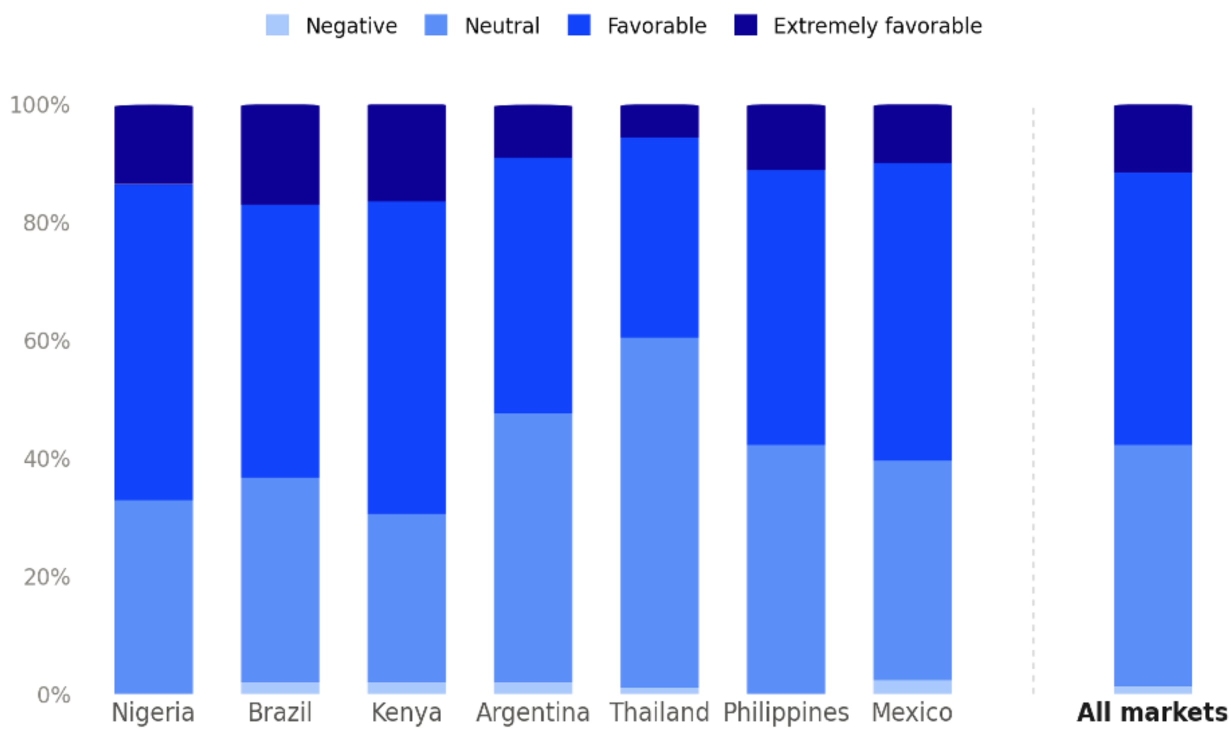
Single-select. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

Q6. How favorable is your view of U.S. eCommerce brands?



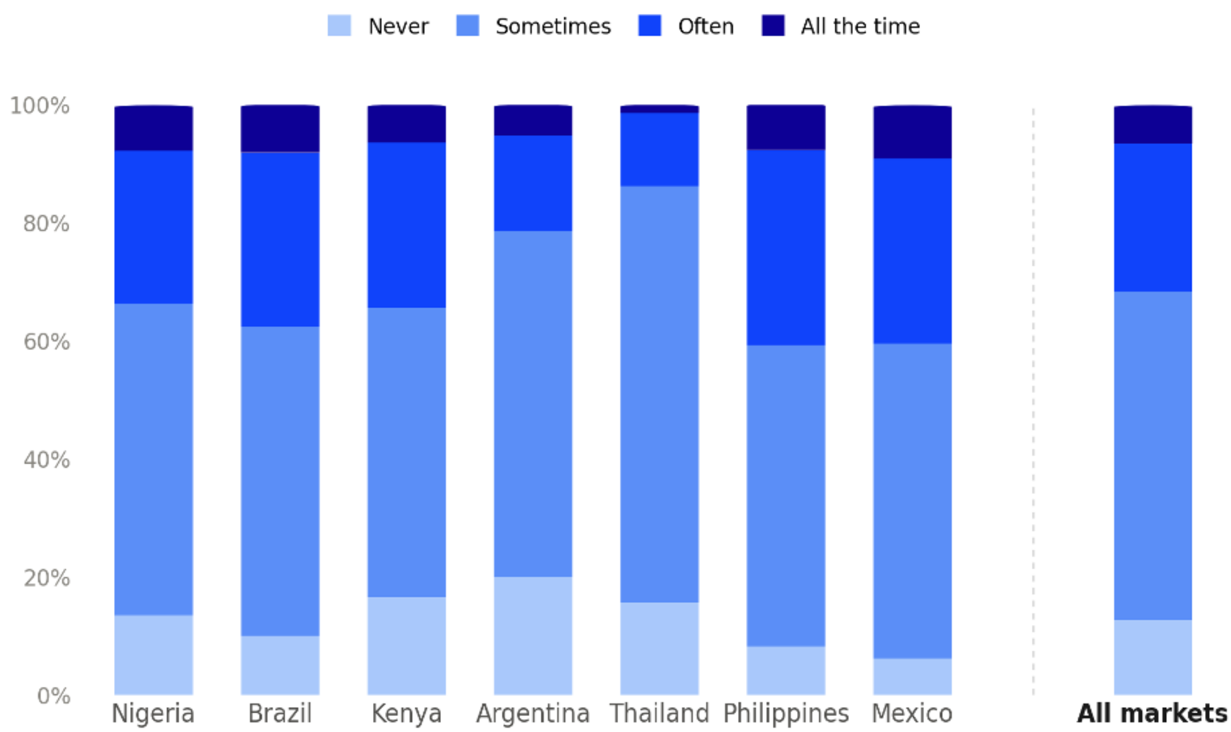
Single-select. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

Q7. How favorable is your view of European eCommerce brands?



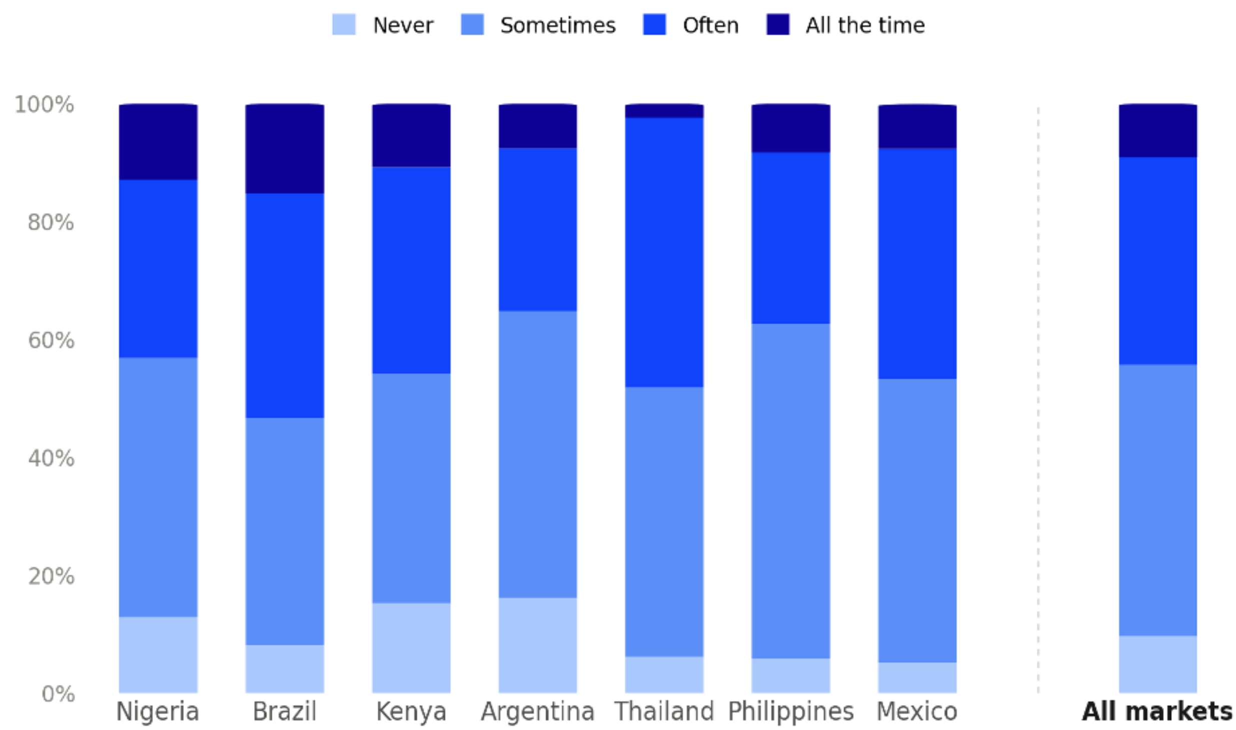
Single-select. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

Q8. How often do you purchase products from the following regions? — U.S. brands



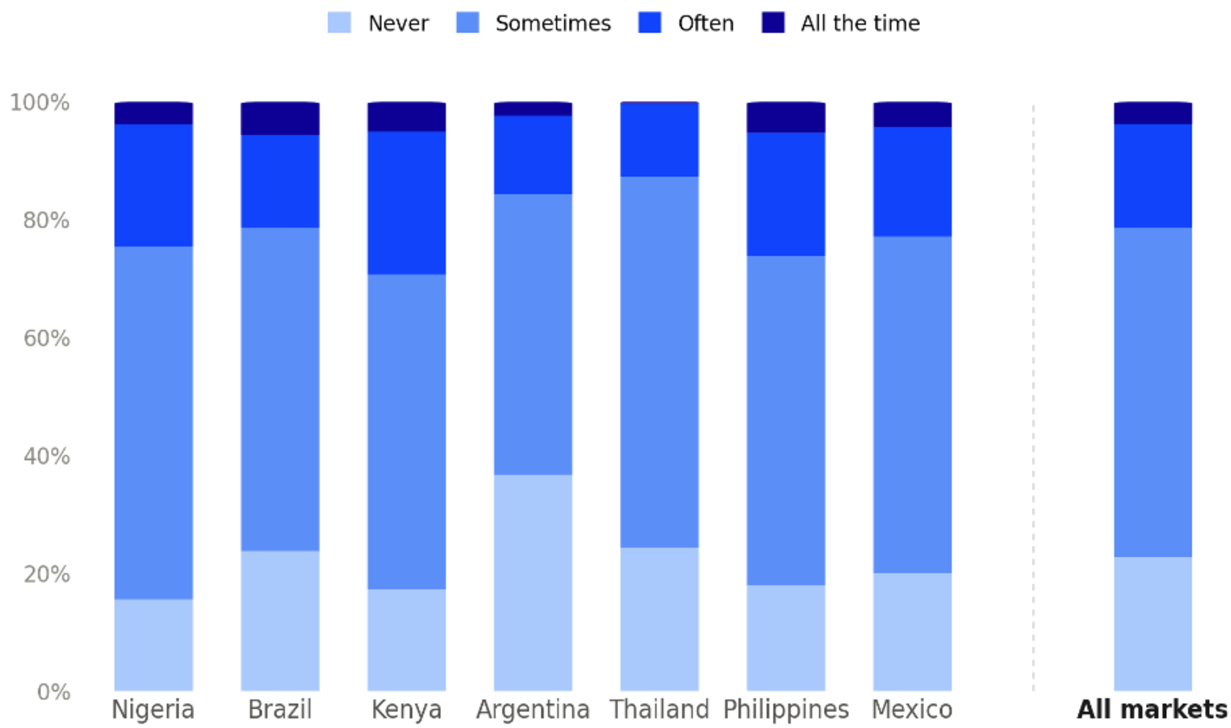
Single-select, one row of a matrix question. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

Q9. How often do you purchase products from the following regions? — Chinese brands



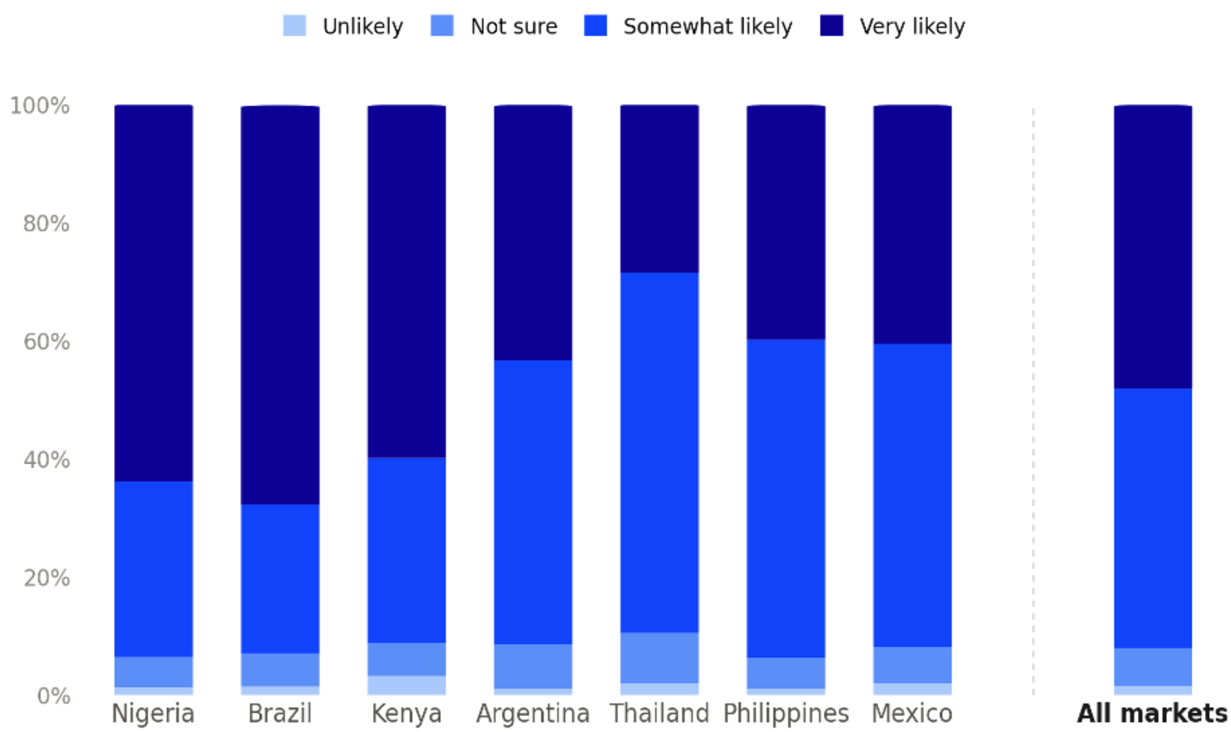
Single-select, one row of a matrix question. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

Q10. How often do you purchase products from the following regions? — European brands



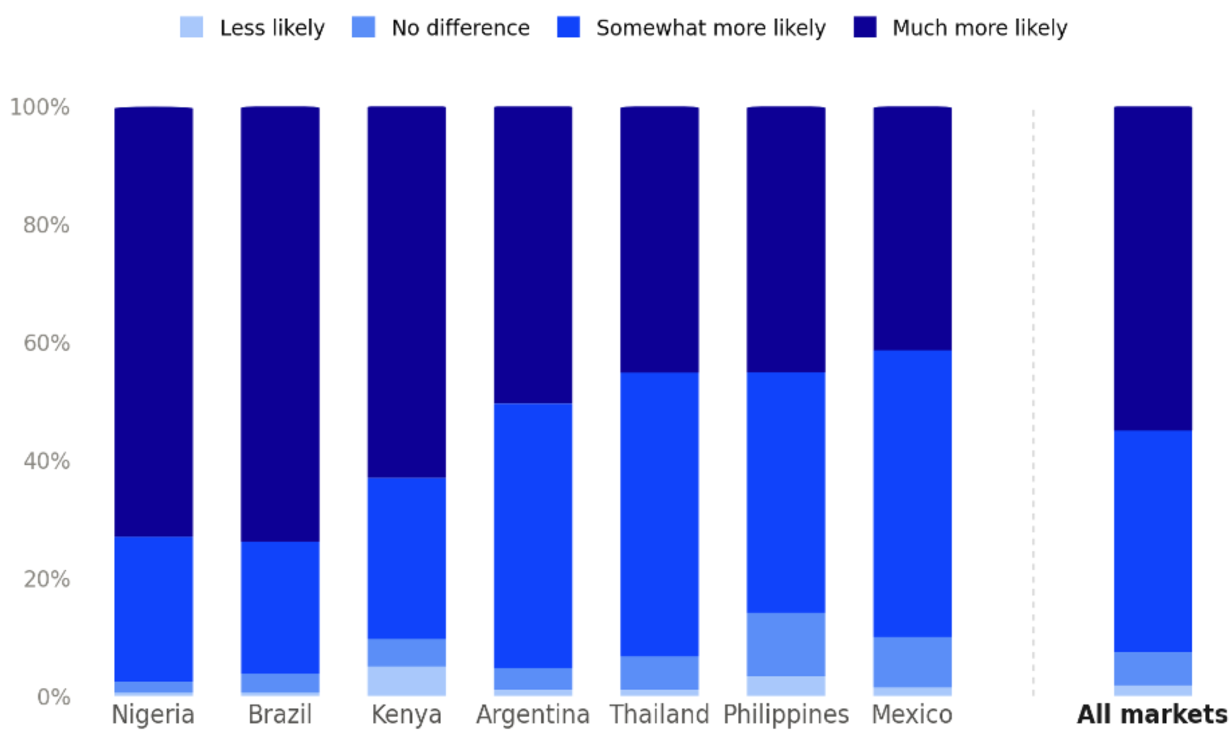
Single-select, one row of a matrix question. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

Q11. If a brand from another region offered better prices or payment options, how likely would you be to switch?



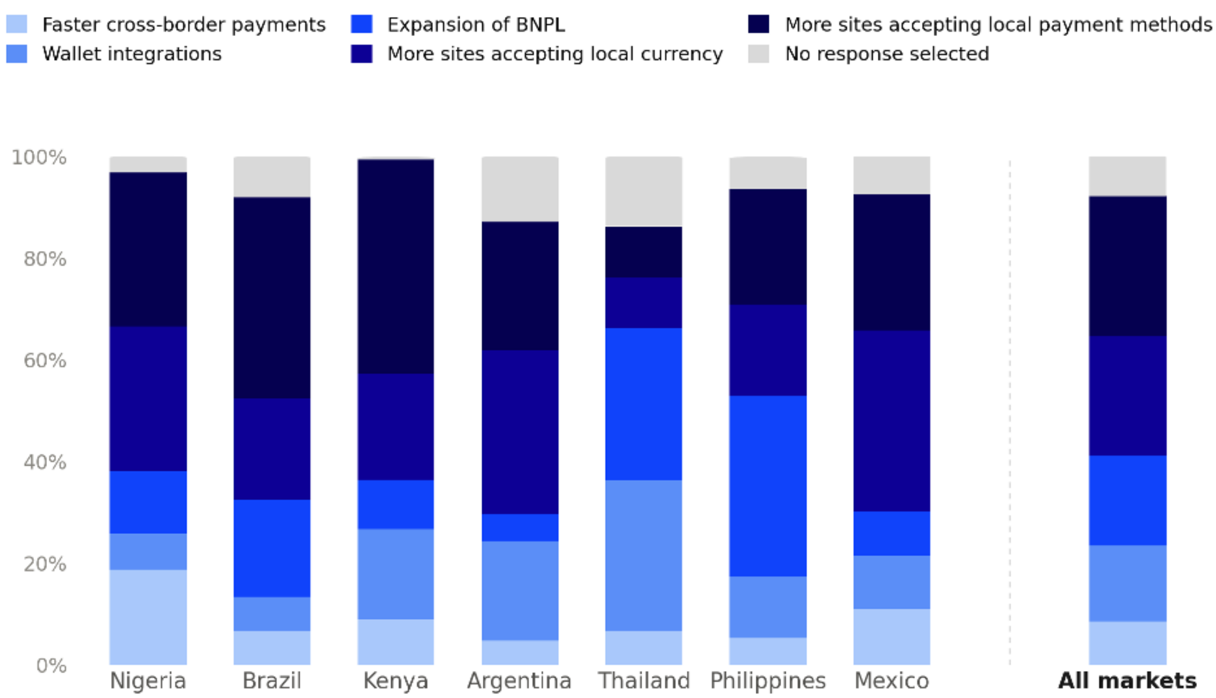
Single-select. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

Q12. Would the ability to use your local payment method on international websites make you more likely to buy from foreign brands?



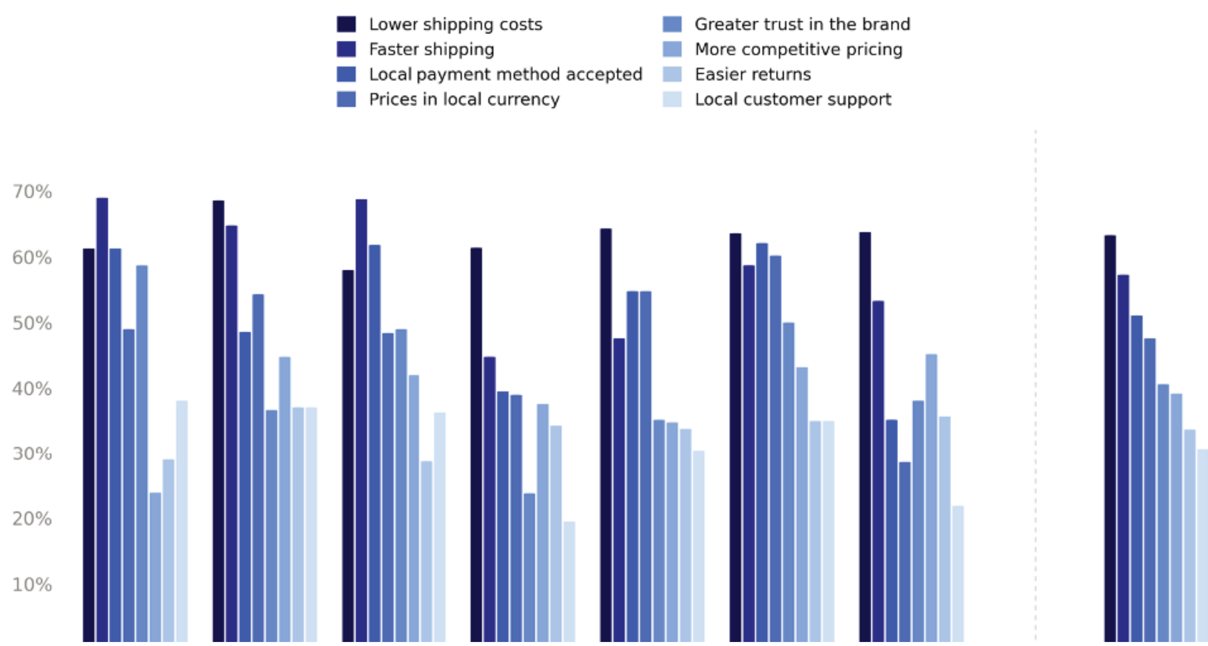
Single-select. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

Q13. Which recent payment development has had the biggest impact on your online shopping in the past year?



Single-select, one answer per respondent. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

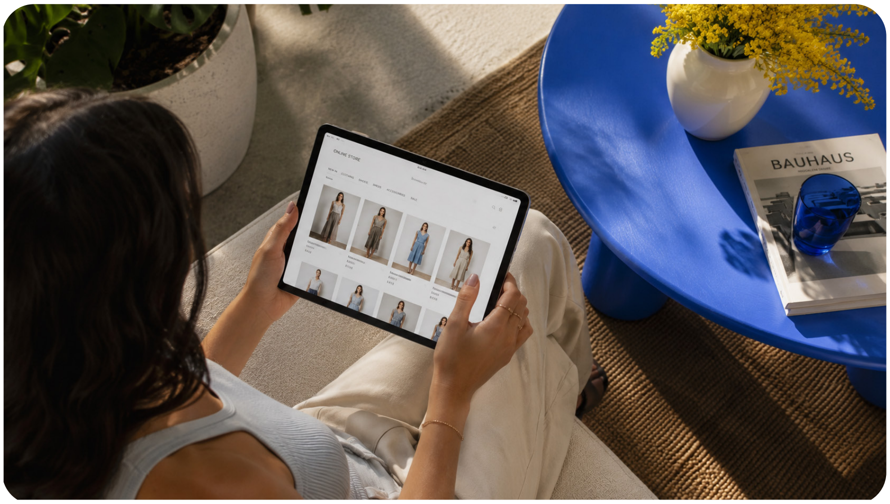
Q14. What would make you more likely to purchase from U.S. eCommerce brands?



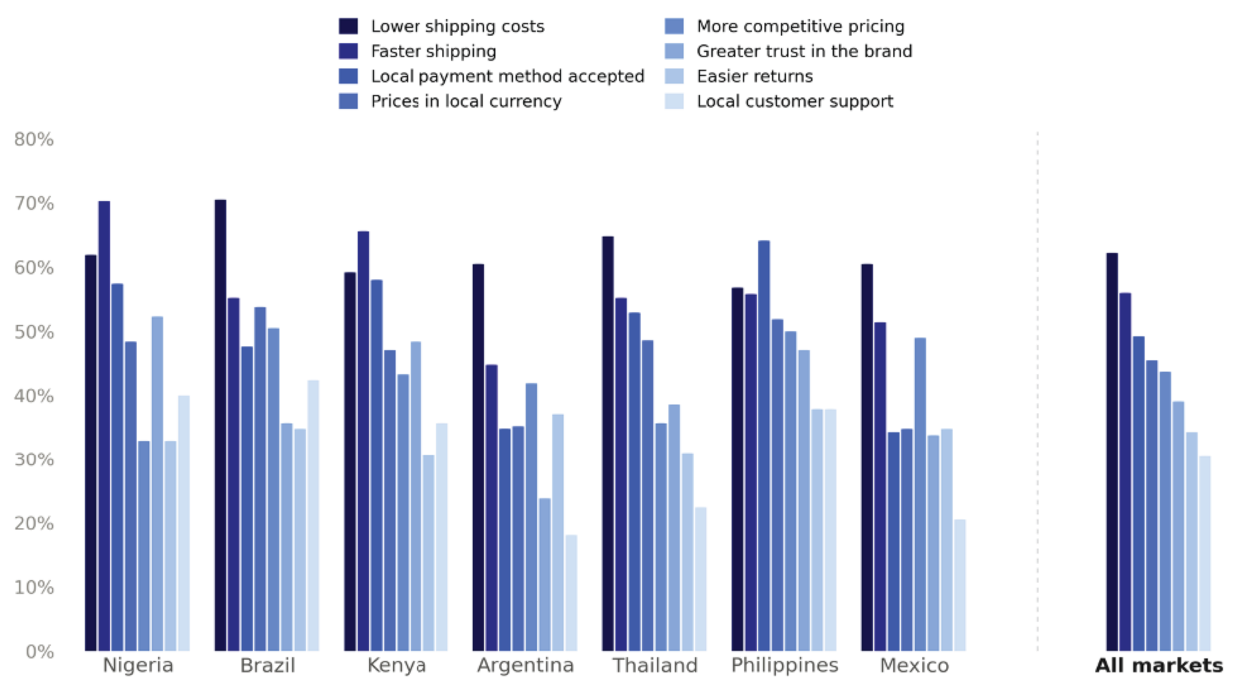
Multi-select.

"Nothing would change my likelihood" (Q13), by country:

Nigeria	Brazil	Kenya	Argentina	Thailand	Philippines	Mexico
0.6%	0.5%	2.5%	3.3%	3.3%	2.4%	0.5%



Q15. What would make you more likely to purchase from European eCommerce brands?



Multi-select. n: Nigeria 155, Brazil 210, Kenya 157, Argentina 210, Thailand 210, Philippines 206, Mexico 210.

Q16. In your view, what has changed the most about your online shopping habits in the past year?

Response	%
Price-consciousness / comparing prices	21.0%
More careful, research-driven shopping (reviews, verifying sellers, counterfeits)	15.7%
Shopping online more often	14.3%
Shipping (cost or speed)	11.3%
New local payment / currency options	9.9%
Nothing has changed	9.0%
General convenience / ease of shopping	6.5%
Increased product variety / selection	3.3%
BNPL / installment payment specifically	2.6%
Cross-border / international access	1.5%
Easier returns / exchange policy	0.4%
Other / unclassifiable	4.6%

Q17. If a foreign brand offered significantly lower prices but did not accept your preferred local payment method, would you still buy?

Response	%
Yes, would find a way to pay	36.1%
No, would not buy	36.2%
Depends / conditional	26.4%
Other / unclassifiable	1.3%

Recommendations: How Companies Should Move Forward

The data points toward five concrete actions for any company selling into, or considering entry to, these markets.

1. Treat payment localization as table stakes, not a differentiator

With 99% of consumers calling accessible payment options important and 71% saying they'd be unlikely to buy without them, localized payments are closer to a minimum requirement for entry than a competitive edge. Before investing in brand marketing, prioritize pricing in local currency and accepting the two or three dominant local payment methods in each target market, such as Pix in Brazil, mobile money in Kenya and Nigeria, and local eWallets across Southeast Asia.

2. Fix shipping before fixing anything else

Lower shipping costs and faster delivery were the two most-cited factors that would increase the likelihood of purchase from U.S. or European brands, each cited by roughly 6 in 10 respondents. A company that solves fast, affordable, and transparent shipping to these markets has a bigger lever to pull than one that solves payments alone.

3. Don't assume brand loyalty will protect incumbents or block new entrants

92% of respondents said they'd switch brands for a better price or payment experience, and only 2% said nothing would change their likelihood of buying from a U.S. brand. This cuts both ways: established Western and Chinese brands cannot assume goodwill will retain customers if a competitor removes payment friction first, and new entrants should not assume they need years of brand-building before they can win share. A good price and a frictionless, familiar checkout can be a good start.

4. Build a market-specific playbook, not a one-size-fits-all rollout

Argentina shoppers show the strongest resistance to non-local payment options (82% unlikely to buy without them); Nigeria and Kenya show the highest willingness to work around payment friction if the price is right; Thailand and the Philippines respond disproportionately to BNPL and wallet innovation rather than currency localization alone. A single global payments and pricing strategy will underperform a market-tuned one, even across markets that look similar on paper.

5. Partner rather than build country-by-country

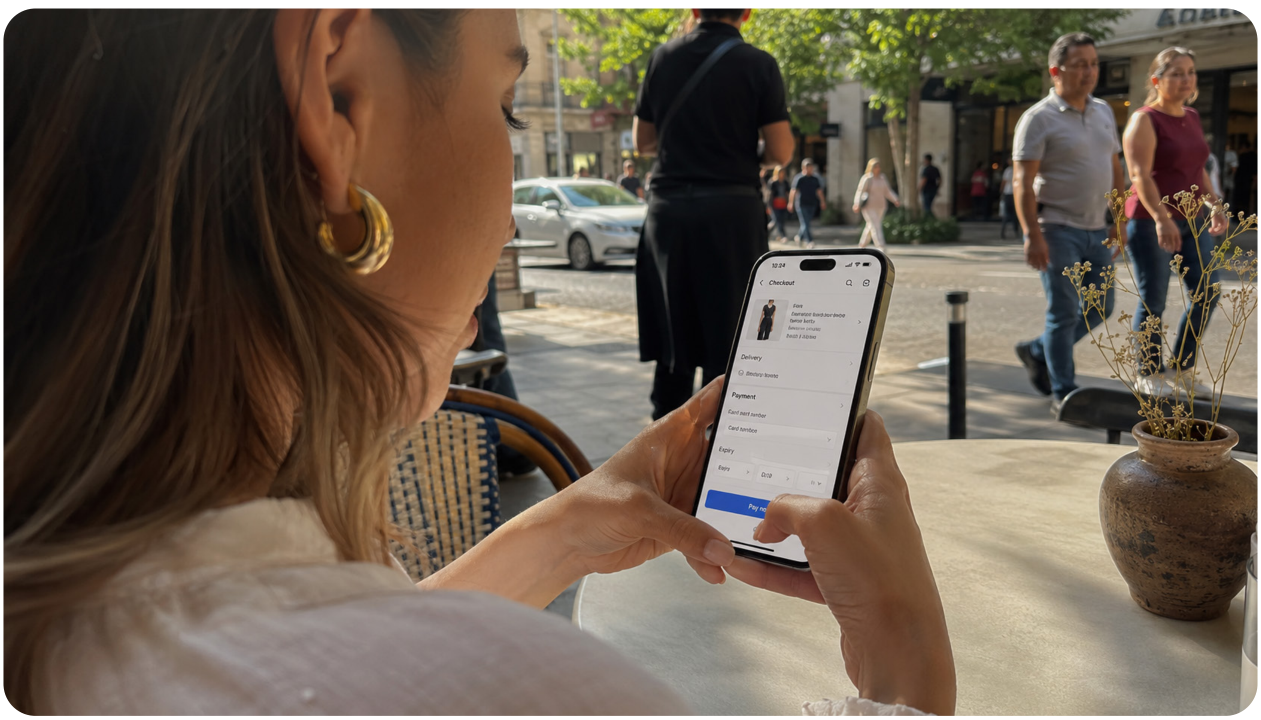
Given how differentiated payment preferences are market to market, and how quickly they're evolving (see the shifts over the past year reported by consumers themselves), building and maintaining direct local payment integrations market by market is a slow, resource-intensive path. Working with a single cross-border payments partner that already covers local currencies, alternative payment methods, and regulatory compliance across all of a company's target markets, through one integration, converts a multi-year, multi-market build into a single implementation, and keeps pace with local payment innovation without repeated engineering investment in each new country.

Summary

Consumers across Mexico, Argentina, Brazil, Thailand, the Philippines, Kenya, and Nigeria are ready to buy from foreign brands. What stands between that willingness and an actual sale is overwhelmingly practical: can they pay the way they normally pay, in the currency they think in, without paying more than they have to in shipping. **99%** call payment accessibility important; **92%** would switch brands for a better price or payment experience; and **98%** have at least one specific, addressable reason they aren't already buying more from U.S. brands.

These findings are strikingly consistent with dLocal's prior LATAM-focused research, and hold up even as this study expands the lens to Southeast Asia and Africa, suggesting they describe a durable feature of shopping in high-growth markets generally, not a quirk of any single region. Where the two studies diverge (affordability pressure, BNPL demand, and softer sentiment toward Chinese brands in this sample) points toward markets that are maturing past the basic "can I pay at all" question and into sharper competition on price, credit access, and brand trust.

For companies building a growth strategy, the takeaway is straightforward: these are not markets to enter carelessly or incrementally. They are the markets that will define the next generation of global consumers, and the data shows their residents are already primed to buy. The opportunity belongs to whichever brands remove the friction first.



About dLocal & Contact Information

dLocal closes the payments gap between global businesses and the world's fastest-growing economies. Founded in Uruguay, dLocal now offers more than 1,000 local payment methods across 60+ countries throughout Africa, Asia, and Latin America, allowing 760 merchants to accept and disburse payments in the currencies and methods billions of consumers already prefer, all through a single API integration. dLocal is publicly traded (Nasdaq: DLO) and works with global brands including Amazon, Shopify, Shein, Microsoft, and Spotify to help them grow in emerging markets.

Regional offices relevant to the markets covered in this report:

- **Latin America:** Mexico City, Buenos Aires, São Paulo, Montevideo (HQ), Bogotá
- **Africa:** Lagos, Nairobi, Cape Town, Casablanca
- **Asia-Pacific:** Singapore, Mumbai, New Delhi, Shanghai, Shenzhen

For questions about this report, additional country-level data cuts, or how dLocal can support market entry in any of the markets covered here, contact your dLocal representative or visit dlocal.com.

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