

d-local

How gamers pay and play in emerging markets

Press play on your expansion into Africa, Asia, and Latin America by localizing your payment options.

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Expanding into unknown territories, especially emerging markets, is an immense strain. Not only do you need to understand the regulatory complexities of a new country, but you also need to know and offer local payment options. By offering local payment methods, your star target audiences in your new markets can purchase and engage with your services. And within each developing region, there are a multitude of alternative payment methods and different buyer spending habits, depending on which country you're operating in.

Access to gaming has increased globally, thanks to the rise of mobile gaming, improved internet access in developing countries, and the availability of local payment methods for online and in-game purchases.

And since the development of monthly subscription-based models, such as Xbox Game Pass and Ubisoft+, players in emerging markets can access hundreds of games at a more realistic price point.

South Africa

the largest economy in Africa

72.3% Internet penetration

Gaming market by 2026

7.8% CAGR



70.9% Smartphone penetration rate
▲ 10% in two years

UPI 117 bn Total of payments made in 2023
▲ 49% from 2022

India

Gaming ecosystem boom

Revenue forecast 2024: 32bn, 2027: 4.4bn

20% CAGR between 2022 and 2025

450 million gamers in total, 146 million mobile gamers

Over 90m pay to play

9.3 billion mobile game downloads

Brazil

LATAM 80.6% internet penetration

\$2.5 bn gaming revenue

3.2bn Gaming market 2027

53 million gamers

Real-time payment method

pix 155 million people, 16 million companies 2020-2024

May 2024 89% of Brazilian adults used Pix to make payments

facts Quick payment

Localize your expansion efforts and win

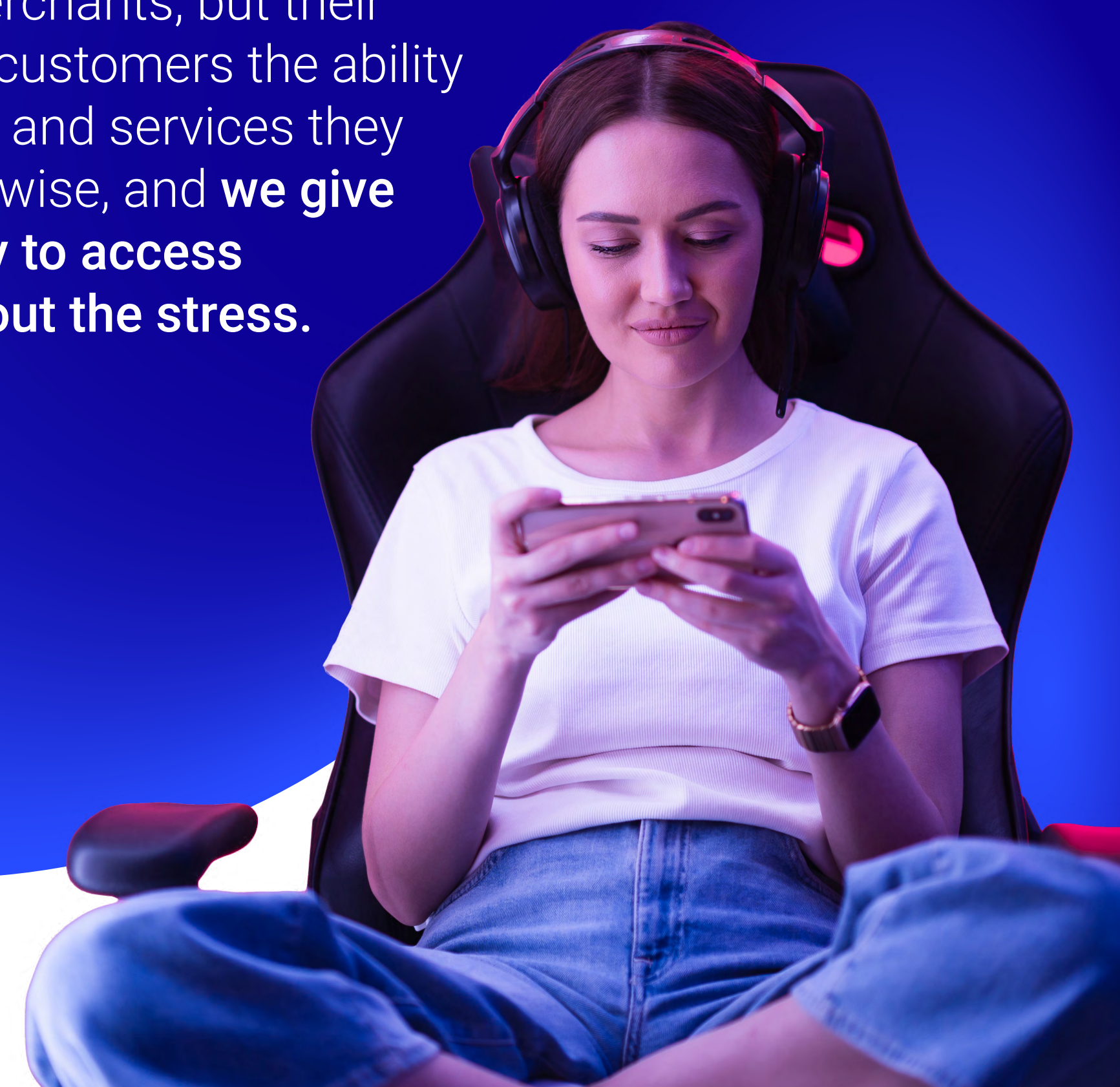
There are millions of gamers ready to pay and play, but access is still something they're waiting for. Through offering localized payment methods such as:

- Mobile money
- Digital wallets
- Vouchers
- Local banks

You're enabling your product to reach a new audience, with local payment options known to boost conversion rates by over 10%.

dLocal is not only for merchants, but their customers too. We give customers the ability to interact with products and services they may not be able to otherwise, and we give merchants a simple way to access emerging markets without the stress.

Start now



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