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The official list of fastest-growing  
digital companies



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# 2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING  
DIGITAL **APPAREL & ACCESSORIES**  
COMPANIES



APPAREL & ACCESSORIES:

A predefined list of clothing brands and contemporary lifestyle boutiques.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visits
1	 shopcider.com	427.7%	3.4M	169.4K
2	 hardyn.com.br	133.1%	1.4M	58.2K
3	 sacada.com	132.8%	1.6M	55.2K
4	 dfrancacalçados.com.br	131.7%	1.4M	68.5K
5	 usepopulari.com.br	130.2%	2.4M	127.9K
6	 saojorge.com.br	127.8%	2.2M	120.5K
7	 crocs.com.br	119.3%	6.8M	320.5K
8	 thundergod.com.br	112.4%	1.4M	53.7K
9	 lojapricipessa.com.br	111.6%	9.2M	477.0K
10	 crisbarros.com.br	108.5%	3.1M	186.9K

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#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	garagerio.com.br	105.8%	3.3M	141.7K
12	piccadilly.com.br	105.0%	6.2M	319.4K
13	basicamente.com.br	103.0%	1.5M	68.8K
14	loja99oculos.com.br	100.5%	1.5M	70.2K
15	kessy.com.br	98.4%	1.2M	63.5K
16	compsupply.com.br	95.2%	2.4M	69.1K
17	meninashoes.com.br	93.7%	4.7M	247.0K
18	olympikus.com.br	93.7%	19.0M	871.3K
19	vert-shoes.com.br	89.3%	2.2M	107.4K
20	acostamento.com.br	88.4%	1.4M	62.8K

#### METHODOLOGY

The Digital 100 is the official list of the fastest-growing digital companies. To identify the winners, we analyzed traffic data to websites with over 100,000 monthly visits in 2023 for 5 categories, ranking the 100 websites with the largest year-over-year (YoY) increase on desktop and mobile web devices in Brazil in 2023 vs. 2022.

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# 2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING  
DIGITAL BEAUTY & PERSONAL CARE  
COMPANIES



BEAUTY & PERSONAL CARE:

A predefined list of beauty, skincare, and fragrance brands.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	avatim.com.br	305.2%	2.6M	103.4K
2	anmyperfumes.com.br	294.7%	2.6M	92.1K
3	shop.dior.com.br	188.2%	2.6M	133.7K
4	amobeleza.com.br	163.8%	6.3M	306.4K
5	thekingoftester.com.br	143.4%	6.4M	195.3K
6	nivea.com.br	142.5%	10.3M	713.7K
7	lolacosmetics.com.br	128.1%	2.0M	91.6K
8	mantecorpskincare.com.br	125.7%	3.3M	218.8K
9	marimariamakeup.com	108.5%	1.5M	87.7K
10	sacratu.com.br	85.6%	1.5M	38.1K

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#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	macdecants.com.br	84.6%	1.2M	37.9K
12	giraofertas.com.br	82.6%	5.4M	168.5K
13	thekingofdecants.com.br	82.2%	1.8M	63.6K
14	simpleorganic.com.br	81.1%	4.3M	220.8K
15	valentinoviegas.com.br	80.4%	1.4M	56.5K
16	elausa.com.br	79.4%	6.4M	212.0K
17	carenb.com	79.2%	1.5M	82.2K
18	oceane.com.br	73.9%	9.2M	430.9K
19	vizzela.com.br	69.5%	1.3M	69.8K
20	vult.com.br	67.6%	2.7M	144.2K

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# 2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING  
DIGITAL **FOOD & DRINKS** COMPANIES





FOOD & DRINKS:











A predefined list of food and grocery websites.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	supernosso.com	270.3%	6.7M	340.2K
2	sitemercado.com.br	76.6%	29.0M	561.2K
3	ze.delivery	61.6%	21.9M	553.7K
4	mistral.com.br	51.8%	1.7M	92.4K
5	livup.com.br	47.7%	11.6M	740.0K
6	cacaushow.com.br	46.7%	29.3M	1,500K
7	soudaki.com	36.3%	1.3M	59.2K
8	aiqfome.com	35.4%	10.9M	211.2K
9	assai.com.br	32.6%	30.3M	1,500K
10	rappi.com.br	28.2%	10.1M	466.1K

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#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	 kfcbrasil.com.br	25.7%	2.5M	139.9K
12	 menudino.com	23.4%	93.4M	2,200K
13	 bebidasdosul.com.br	23.3%	2.0M	130.1K
14	 divinho.com.br	18.4%	1.5M	93.7K
15	 ambev.com.br	18.4%	6.3M	255.9K
16	 swift.com.br	18.0%	9.1M	495.3K
17	 nespresso.com	15.6%	7.1M	398.2K
18	 atacadao.com.br	12.2%	21.6M	1,100K
19	 paodeacucar.com	8.3%	28.5M	1,500K
20	 obahortifruti.com.br	8.0%	3.4M	181.9K

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# 2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING  
DIGITAL **NEWS & MEDIA** COMPANIES



NEWS & MEDIA:

A predefined list of publishers across various topics.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	meuvalordigital.com.br	5676.7%	33M	1,400K
2	tribunapr.com.br	2004.9%	30M	1,200K
3	sampi.net.br	1619.1%	65M	2,000K
4	revistaanamaria.com.br	1348.4%	4.5M	305.8K
5	primeirapagina.com.br	701.4%	6.3M	297.5K
6	msn.com.br	629.7%	48M	992.6K
7	omaringa.com.br	419.4%	2.2M	89.8K
8	gazetarondonia.com.br	316.1%	2.1M	83.6K
9	a10mais.com	299.1%	2.6M	131.4K
10	agazetadoacre.com	287.5%	1.9M	93.0K

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#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	nationalgeographicbrasil.com	188.8%	14.2M	936.1K
12	itatiaia.com.br	147.1%	134.2M	4,900K
13	bloomberglinea.com.br	128.0%	16.5M	697.1K
14	jornaldaparaiba.com.br	124.3%	10.7M	560.9K
15	globo.com	87.5%	45.5M	1,100K
16	tempo.com	60.3%	42.4M	1,900K
17	cnnbrasil.com.br	52.0%	691.1M	24,000K
18	folhade.com.br	47.2%	44M	2,200K
19	tnh1.com.br	36.8%	53M	2,100K
20	tribunaonline.com.br	33.8%	29.8M	1,400K

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# 2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING  
DIGITAL TRAVEL & TOURISM COMPANIES



TRAVEL & TOURISM:

A predefined list of global travel and experience providers.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	ita-airways.com	364.6%	3.3M	174.2K
2	flixbus.com.br	314.5%	9.3M	492.2K
3	bluepillow.com	203.8%	1.9M	115.7K
4	delta.com	176.0%	2.6M	134.0K
5	valesuico.com.br	146.5%	1.7M	118.8K
6	civitatis.com	142.9%	3.2M	176.2K
7	eucatur.com.br	132.9%	3.9M	132.7K
8	e-htl.com.br	122.9%	1.4M	14.9K
9	intercityhoteis.com.br	115.0%	1.4M	74.3K
10	msccruzeiros.com.br	109.5%	8.5MM	410.0K

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#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	reunidaspaulista.com.br	93.0%	1.4M	45.6K
12	snowland.com.br	90.1%	1.4M	63.8K
13	turkishairlines.com	82.9%	1.2M	44.9K
14	rodoviariadegoiania.com	78.7%	1.7M	92.7K
15	voepass.com.br	76.3%	1.8M	74.3K
16	zupper.com.br	74.9%	7.1M	290.9K
17	getyourguide.com.br	71.4%	6.1M	322.1K
18	nacionalinn.com.br	67.5%	2.0M	119.9K
19	voppi.com.br	66.7%	1.3M	50.1K
20	autoviacao1001.com.br	63.5%	9.3MM	370.5K

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