

Tech companies are the new objective of M&A's: Luis Doporto Alejandro.

NEW YORK, NEW YORK, USA, January 11, 2023 /EINPresswire.com/ -- Technology companies experimenting with a bull period have become the spotlight for large companies. [Luis Doporto Alejandro](#), M&A Specialist, assured that big enterprises are looking for an opportunity to expand into new markets or consolidate current ones through mergers and acquisitions of tech companies.

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Luis Doporto Alejandro

In recent weeks, e-commerce giant Amazon announced the purchase of Brazilian last-mile distribution company, Total Express. For the company, it represents its first inorganic move in Latin America's largest market. This move will strengthen its logistics capacity and boost the growth of services such as Amazon Prime.

Another recent example is iFood. This Brazilian meal delivery company invested in Rio Grande do Sul Anota AI, a local artificial intelligence startup focused on restaurant

order automation for apps such as WhatsApp, Messenger, and Instagram.

According to Luis Doporto Alejandro, acquiring local companies is more viable and suitable for the expansion plans of large transnationals. Furthermore, adapting to market characteristics, customer behavior, and legislation in a new country is easier and faster.

"Companies are no longer focused only on developing e-commerce, but on how to personalize and direct their offer to each customer. The challenge is to reach a consumer looking for better experiences, in less time and in a context where inflation is reducing people's purchasing power," said Doporto Alejandro.

Competitors must therefore focus on providing users with a seamless transition between all these channels.

Latin America alone offers a universe of more than 300 million shoppers, reflecting significant growth potential. By 2025, the figure could grow by more than 25%, with online retail sales projected to reach US\$160 billion, according to Statista figures.

Luis Doporto Alejandro highlighted that Brazil and Mexico are the two most important markets in terms of population. As a result, both countries compete for the spotlight, representing 31% and 28% of the e-commerce market, respectively. Consequently, companies have done around 1,130 mergers and acquisitions between January and June this year.

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