In 2015, desktop and PC Internet users in Latin America spent more of their online time on social media sites than did desktop and PC users anywhere else in the world.

As of 2015, 72.6% of Internet users in Central and South America accessed social networks.

In Latin America, 73% of social media users claim to regularly read comments about brands on social media, and 62% say those comments influence their subsequent purchase decisions.

Brazilians spend more time on the Internet per day than residents of any other country in the world.

In 2016, it is estimated that 425 smartphones will be sold every hour in Chile.

Unlike residents in most countries in Latin America, Argentines engage very little with fashion- and clothing-related content on Twitter; most of their attention is directed toward television and sports-related content.

In Colombia, engagement on Instagram grew by 223% between January 2014 and September 2015, from 23.8 million actions to 81.6 million actions.

In Mexico, the share of web pages viewed on laptops and desktops has declined by 1% since the first quarter of 2015, and is now at 60%. The share of web pages viewed on mobile phones is now at 34%, up 9% over the same period.
SOCIAL MEDIA IN LATIN AMERICA

OVERVIEW

Like the rest of the global population, Latin Americans are avidly adopting social media, connecting through their desktops, laptops and mobile phones for hours each day. But user habits and preferences vary by country throughout the region. In this report, we explore some of the notable facts and trends regarding social media usage in Latin America, and how they might affect the retail industry in the region.

Figure 1. Social Media Key Metrics: Selected Latin American Countries, 2015

<table>
<thead>
<tr>
<th></th>
<th>Argentina</th>
<th>Brazil</th>
<th>Chile</th>
<th>Colombia</th>
<th>Mexico</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Social Media Users (Mil.)</td>
<td>27</td>
<td>103</td>
<td>10</td>
<td>23</td>
<td>60</td>
</tr>
<tr>
<td>As a Percentage of the Population</td>
<td>56.3%</td>
<td>51.4%</td>
<td>61%</td>
<td>48%</td>
<td>46.9%</td>
</tr>
<tr>
<td>Web Page Views from PCs/Desktops as a Percentage of Total Views</td>
<td>66%</td>
<td>72%</td>
<td>N/A</td>
<td>82%</td>
<td>60%</td>
</tr>
<tr>
<td>Web Page Views from Mobile Devices as a Percentage of Total Views</td>
<td>31%</td>
<td>26%</td>
<td>N/A</td>
<td>17%</td>
<td>34%</td>
</tr>
<tr>
<td>Growth of Total Actions Taken on Social Media from 1H14–1H15</td>
<td>89%</td>
<td>N/A</td>
<td>95%</td>
<td>72%</td>
<td>N/A</td>
</tr>
<tr>
<td>Percentage of Online Shoppers Who Are Influenced by Social Media Reviews and Comments</td>
<td>N/A</td>
<td>56%</td>
<td>58%</td>
<td>N/A</td>
<td>55%</td>
</tr>
</tbody>
</table>

Source: We Are Social/Shareable/comScore/Fung Global Retail & Technology

According to comScore, in 2015, desktop and PC Internet users in Latin America spent more of their online time on social media sites—29%—than did desktop and PC users anywhere else in the world. In the Europe, Middle East, and Africa region, the figure was 22%; in North America, it was 14%; and in the Asia-Pacific region, it was just 8%. In terms of absolute time, Latin American Internet users spent an average of 6.1 hours per month on social media sites last year, well above the average in the rest of the world. And they spent more time engaging with social media than they did on any other single Internet activity according to comScore.

According to social media consultancy agency We Are Social, Central and South America account for 9% of the world’s population, but for 13% of the world’s active social media accounts. In 2015, there were an estimated 240.9 million social network users in Latin America, and digital research firm eMarketer estimates the figure will grow by an additional 50 million by 2018.

In 2015, desktop and PC Internet users in Latin America spent more of their online time on social media than did desktop and PC users anywhere else in the world.
As Internet penetration has expanded throughout Latin America, naturally, so has the use of social networks. According to eMarketer, 72.6% of people using the Internet in Central and South America accessed social networks in 2015, representing 39.3% of the total population. The most popular platforms were Facebook, Blogger, LinkedIn, Twitter and Wordpress.com, according to marketing and media firm Portada. In 2015, Facebook had 217.5 million users in Latin America, and eMarketer predicts that number will add nearly 75 million additional users by 2019, to 282.2 million. As of January 2015, about half of smartphone and tablet owners in Latin America had downloaded Instagram to their devices, according to comScore.

Latin Americans are beginning to shift from desktop to mobile devices as their primary means for engaging with social media.

![Figure 2. Social Network Penetration in Latin America, 2013–2018E](image)

The amount of time people are spending on their desktop computers is decreasing in Latin America, despite growth in the number of desktop users overall. According to comScore, from April 2014 to April 2015, the number of total minutes Latin Americans spent on the Internet on a desktop decreased by 10%, while the number of unique desktop Internet visitors increased by 1%. This is due to audiences shifting toward mobile devices as their primary means for connecting to the Internet. Across Latin America, the smartphone market is dominated by Android devices.
In Latin America, women are more avid social media users than men, on average.

**Figure 3. Number of Mobile Phone Social Network Users in Selected Latin American Countries, 2013–2019E (Mil.)**

![Graph showing the number of mobile phone social network users in selected Latin American countries from 2013 to 2019E.](image)

*Source: eMarketer*

In 2015, 31% of Latin American Internet users were ages 15–24. While Internet usage in the region is divided nearly equally between men and women, women tend to engage with social media more frequently than men do.

In the first half of 2015, Latin Americans engaged with content posted by brands on Facebook, Twitter and Instagram 6.3 billion times, according to social marketing data firm Shareablee. The firm says the number of actions taken on these platforms between January 2013 and December 2014 grew by 147%, and that posts that included photos and videos saw the most growth in terms of engagement in 2014.

**Figure 4. Share of Social Media Networks as a Percentage of Total Social Media Users in Latin America (Excluding Messaging Applications), 2015**

![Pie chart showing the share of social media networks in Latin America in 2015.](image)

*Source: comScore*

**Figure 5. Proportion of Time Spent Engaging with Various Forms of Online Content via a Desktop in Latin America, May 2015**

![Pie chart showing the proportion of time spent engaging with various forms of online content via a desktop in Latin America in May 2015.](image)

*Source: comScore*
According a 2014 report by US Media Consulting, 73% of Latin American social media users said they regularly read comments about brands on social media, and 62% said that those comments influence their purchase decisions. An additional 58.9% of Latin Americans visit social media sites to find product information, and 36.8% follow brands on social media. In e-commerce sales that are expected in Latin America in 2016, 40% will be made from a mobile device, according to Cisco Systems.

REGIONAL TRENDS

Each country in Latin America shows different trends regarding social media use and engagement. Below, we examine Argentina, Brazil, Chile, Colombia and Mexico in order to see how trends differ in selected countries and to provide an accurate and overarching view of social media use in the region.

ARGENTINA

| Total Number of Internet Users | 34.8 million |
| Total Number of Social Media Users | 27 million |
| Total Number of Mobile Social Media Users | 21 million |
| Average Time Spent per Day Using Social Media | 3.2 hours |

Growth in Actions Taken on Social Media from 2014-2015 89%

Source: We Are Social/Shareablee/comScore/Fung Global Retail & Technology

Usage

Argentina has 34.8 million active Internet users (62% of the total population), of which 27 million are active on social media (77% of the connected population), according to We Are Social. Of those who access the Internet through a laptop or desktop, half are under the age of 35, while a significant 13% are age 55 or older.

The country has widespread mobile Internet availability, and 51% of the adult population in Argentina has a smartphone. The country has 21 million active mobile social media users, which equates to 48% of the total population. Argentines are transitioning from primarily using their laptops and desktops to access the Internet to using their mobile phones. In the first
quarter of 2015, 66% of webpage views came from laptops or desktops, down 12% from the previous year. In the same period, webpage views from mobile phones accounted for 31% of all views, up 41% from the previous year. According to comScore, the social media penetration rate in Argentina is 97.2% of the desktop online population. Active social media users in the country spend an average of 3.2 hours per day using social media, according to We Are Social, and 3.5 hours using the Internet via a mobile phone. The firm says the number of active social media users in Argentina increased by 4% year over year as of January 2016.

More than half of the connected population in Argentina made an online purchase in the fourth quarter of 2015.

Figure 6. Actions Taken on Social Media in Argentina % Growth and % Share, 1Q–3Q14–1Q–3Q15

Source: comScore/Shareable

**Demographics**

The majority of Facebook users in Argentina are ages 20–29, representing 34% of total Facebook users in the country, while 17% are ages 13–19, 23% are ages 30–39, and 26% are age 40 or older.

**Popular Apps**

The most widely used social platform in Argentina is Facebook, closely followed by WhatsApp. Argentina has one of the most dedicated Facebook populations in Latin America, with 25 million active monthly users, 72% of whom access Facebook on a daily basis, according to eMarketer.

From October 2014 to April 2015, entertainment app downloads grew by 115% in Argentina, according to comScore, and 55% of the country’s population uses at least one type of mobile messaging app.
Social media engagement in Argentina increased by 89% between January 2014 and September 2015, largely due to increased in engagement on Twitter (up 142%) and Instagram (up 195%) according to comScore and Shareablee.

Unlike most countries in Latin America, Argentina sees virtually no engagement with fashion- and clothing-related content on Twitter. According to comScore, most Twitter users in the country focus their attention on television and sports-related content.

**Retail**

In the fourth quarter of 2015, 53% of Argentines reported that they had purchased a product or service online in the prior 30 days, while 71% said they had searched online for a product or service to buy, and 57% said they had visited an online retail store. Among Internet users, 50% said they had made a purchase through a laptop or desktop, while 24% said they had made an online purchase a their mobile device according to We Are Social.

**BRAZIL**

| Total Number of Internet Users | 103 million |
| Total Number of Social Media Users | 103 million |
| Total Number of Mobile Social Media Users | 88 million |
| Average Time Spent per Day Using Social Media | 3.3 hours |
| Growth in Actions Taken on Social Media from 2014-2015 | N/A |

*Source: We Are Social/Shareablee/comScore/Fung Global Retail & Technology*

**Usage**

Brazilians spend more time on the Internet per day than do residents of any other country in the world and, according to comScore, Brazil accounts for 10% of the total time people spend on social media globally, just behind the US. According to We Are Social, there are 103 million active social media users in Brazil, and 88 million of them access social media through their cell phones. Of the adult population, 53% own a smartphone. Wearable technology is relatively new to the market, and only 1% of the population has a wearable tech device. On average, Brazilians who access the Internet through a laptop or desktop spend 5.2 hours a day on the Internet; those who access it through a mobile device spend an average of 3.9 hours online per day. The number of active mobile social media users in Brazil rose by 13% year over year as of January 2016.

According to comScore, Brazil has near universal social media reach, with a 99.9% penetration rate among the desktop online population. Active social media users in Brazil spend, on average, 3.3 hours per day using social media, according to We Are Social.

In the first quarter of 2015, 72% of web page views came from laptops and desktops, up 1% year over year. In the same quarter, 26% of web page views came from mobile phones, up 3% year over year, signifying the shift from desktop/PC Internet engagement to mobile use.
According Shareable, Brazil accounted for 46% of all shares and retweets in Latin America in the first half of 2015. Brazilians tend to share meaningful and positive messages across all social platforms, and they share content related to publishing and the government most often, indicating a high level of interest in current events. Brazilians are also more apt to share content, rather than to just “like” it or comment on it on Facebook, allowing for more impressions.

**Demographics**
Facebook users in Brazil tend to skew young: more than 77% are under 29 years of age, and nearly 93% are under 39, according to We Are Social. Of the 79 million Facebook users in Brazil, 58% are male, and 42% are female.

**Popular Apps**
The most widely used social platforms in Brazil are Facebook and WhatsApp. Brazil has the largest number of Facebook users in pure terms in Latin America, 69.8% of which access Facebook on a daily basis.

From October 2014 to April 2015, entertainment app downloads grew by 104% in Brazil, comScore says, and in the fourth quarter of 2015, 43% of the population was using some type of mobile messenger, while 28% was using mobile banking.
Retail
In the fourth quarter of 2015, 44% of Brazilians claimed to have purchased a product or service online in the past 30 days, while 46% said they had visited an online retail store in the same time period. Of those who had made an online purchase in the past 30 days, 41% said they had used a laptop or desktop to do so, while 21% said they had used a mobile device according to We Are Social.

In the first half of 2015, Brazilians engaged with content posted by brands on Facebook, Twitter and Instagram 2.9 billion times, according to Shareablee. The volume of actions, including shares, likes and comments, taken through these three platforms has increased immensely since the first half of 2014. The number of Facebook actions grew by 150% year over year, while the number of Twitter actions grew by 241% and Instagram actions by 105%.

According to PwC, in 2015, 56% of online shoppers in Brazil claimed they were influenced by reading social media reviews, comments and feedback. eMarketer forecasts that Brazil will become the fourth-largest global advertising market by 2018, with mobile ad spending reaching over $1 billion by 2016 and $3 billion by 2019.

CHILE

<table>
<thead>
<tr>
<th>Total Number of Internet Users</th>
<th>34.8 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Social Media Users</td>
<td>10 million</td>
</tr>
<tr>
<td>Total Number of Mobile Social Media Users</td>
<td>7.1 million</td>
</tr>
<tr>
<td>Average Time Spent per Day Using Social Media</td>
<td>N/A</td>
</tr>
<tr>
<td>Growth in Actions Taken on Social Media from 2014-2015</td>
<td>95%</td>
</tr>
</tbody>
</table>

Source: We Are Social/Shareablee/comScore/Fung Global Retail & Technology

Usage
According to comScore, Chile has a social media penetration rate of 95.6% of the desktop online population, behind Brazil, Argentina and Mexico. eMarketer estimates that 7.1 million Chileans had smartphones in 2015, and the firm expects that figure to grow to 9.8 million by 2019.

As in many countries, Internet users in Chile are shifting toward more mobile usage; while the pure number of Chilean Internet users has increased, according to comScore, the number of them who connect to the...
Internet through a desktop or PC has decreased. Mobile Internet usage was up 185% in 2013 from the previous year, US Media Consulting says, and in 2016, it is estimated that 425 smartphones will be sold every hour in Chile. The share of mobile web page views has also increased, growing by 8.5% year over year as of August 2015, according to comScore.

We Are Social found that in June 2014, Chile had the world’s highest proportion of active social media users as a percent of the country’s Internet users: 61% of the total population. The US was second, at 48%, though more current data show Chile falling behind Argentina. Chile saw 95% growth in social media engagement from January 2014 to June 2015, with users completing 177 million actions in the first half of 2015, up from 91 million a year earlier. Most notably, engagement on Instagram increased by 178% over the period.

Figure 8. Actions Taken on Social Media in Chile % Growth and % Share, 1H14–1H15

Source: comScore/Shareable

Demographics
The online population in Chile is young, with 59% of Internet users under the age of 35, according to comScore. Women and men have equal rates of Internet usage in the country.

Popular Apps
Chile is home to the most dedicated Facebook users in Latin America, with a population of 10 million active monthly users, 76% of whom access the site on a daily basis, according to eMarketer. Chileans are also the most likely Latin American Facebook users to check the site daily through a mobile device; 72.8% visit the site each day via a mobile device.

In Chile, 40% of the population watches videos on their mobile phone, while 27% of the population plays games on their phone. A quarter of the population uses mobile banking, and 42% of the population uses mobile map services according to We Are Social.

Retail
Chile has the highest rate of mobile commerce in Latin America, with 31% of Chileans saying they actively engage in mobile purchases. Of this group, 20% use mobile banking, according to mobile payment solutions provider
Omlis. PwC found that, in 2015, 58% of online shoppers in Chile claimed they were influenced by reading social media reviews, comments and feedback.

**COLOMBIA**

<table>
<thead>
<tr>
<th>Total Number of Internet Users</th>
<th>28.6 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Social Media Users</td>
<td>23 million</td>
</tr>
<tr>
<td>Total Number of Mobile Social Media Users</td>
<td>16.3 million</td>
</tr>
<tr>
<td>Average Time Spent per Day Using Social Media</td>
<td>N/A</td>
</tr>
<tr>
<td>Growth in Actions Taken on Social Media from 2014-2015</td>
<td>72%</td>
</tr>
</tbody>
</table>

*Source: We Are Social/Shareable/comScore/Fung Global Retail & Technology*

**Usage**

Colombians spend more time on their desktop computers, on average, than do other Latin Americans, and most of that time is spent on social media, according to comScore. The firm says Colombia’s social network penetration rate is lower than the Latin American average of 94.9%; only 90.1% of the desktop online population in Colombia uses social media, equal to 48% of the total population. In 2014, Colombia still had relatively low smartphone and mobile internet penetration, with only 17% of page views coming from mobile devices, according to We Are Social, even though 71% of social media users accessed their profiles through a mobile device. As of 2015, 45% of mobile phone owners had a smartphone.

From January 2014 to September 2015, total engagement on social media in Colombia increased by 72%, according to comScore. Engagement on Instagram alone more than tripled during the period, rising by 223%, from 23.8 million actions in 2014 to 81.6 million actions in 2015. Colombian social media users’ engagement with sports-related material grew by 317%, while engagement with fashion- and clothing-related content decreased.

*Figure 9. Actions Taken on Social Media in Colombia % Growth and % Share, 1Q–3Q14–1Q–3Q15*

*Source: comScore/Shareablee*
Demographics
More than 60% of the online population in Colombia is under 35 years old, and more than a quarter of that group lives in the greater Bogotá metro area according to comScore.

Popular Apps
According to eMarketer, 60.9% of Facebook’s total monthly users in Colombia use the site daily. The platform is the most popular social network in the country, and more than 93% of the time Colombians spend on social media is spent on Facebook, according to US Media Consulting.

Retail
According to Colombia Digital, 40% of e-commerce transactions in Colombia are made using multiple devices, and one-third of those are completed on mobile devices.

MEXICO

<table>
<thead>
<tr>
<th>Total Numer of Internet Users</th>
<th>60 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Social Media Users</td>
<td>60 million</td>
</tr>
<tr>
<td>Total Number of Mobile Social Media Users</td>
<td>52 million</td>
</tr>
<tr>
<td>Average Time Spent per Day Using Social Media</td>
<td>3.3 hours</td>
</tr>
<tr>
<td>Growth in Actions Taken on Social Media from 2014-2015</td>
<td>158%</td>
</tr>
</tbody>
</table>

Source: We Are Social/Shareablee/comScore/Fung Global Retail & Technology

Usage
According to We Are Social, Mexico has 60 million active Internet users and 60 million active social media users out of a total population of 127.8 million. Among active social media users, 52 million use their mobile device to access social networks. Of the total population, 55% own a smartphone and 3% own a wearable technology device.

According to comScore, Mexico has a social media penetration rate of 96.5% of the desktop online population. The number of active social media users has grown by 7% since January 2015, while the number of active mobile users has grown by 8%, according to We Are Social.

On average, Mexicans who access the Internet via a PC or tablet spend approximately 4.5 hours online per day. Those accessing the Internet through their mobile device spend approximately 3.5 hours online per day. According to We Are Social, Mexican Internet users spend an average of 3.25 hours per day on social media.

The share of web pages viewed on laptops and desktops has declined by 1% since the first quarter of 2015, and now stands at 60%. The share of web pages viewed on mobile phones is now 34%, up 9% over the same time period.
Figure 10. Actions Taken on Social Media in Mexico % Growth and % Share, 2013–2014

Source: comScore/Shareable

Popular Apps
According to We Are Social, the top social platforms in Mexico are Facebook and WhatsApp, followed by Facebook Messenger and Twitter. Of the 60 million Facebook users in Mexico, 62% are ages 13–29. The users are split 50/50 male and female. Mexico’s daily Facebook user population represents 63.8% of its total monthly users, according to eMarketer.

From October 2014 to April 2015, entertainment app downloads grew by 92% in Mexico, according to comScore. Of the total population, 34% claim to use mobile messaging, while 18% claim to use mobile banking, according to We Are Social.

Retail
We Are Social found that, as of December 2015, 31% of Mexicans claimed to have purchased a product or service online in the past 30 days. Another 34% said they had visited an online retail store, 28% said they had made a purchase via a laptop or desktop, and 16% said they had made a purchase via a mobile device.

According to PwC, in 2015, 55% of online shoppers in Mexico claimed they were influenced by reading social media reviews, comments and feedback.

CONCLUSION

Latin Americans are more connected than ever and they are liking, sharing, chatting and commenting more on social media than are Internet users in the rest of the world. Social media engagement rates are seeing explosive growth in the region, and many Latin Americans say that what they read on social media influences their buying decisions. Reflecting trends seen across many areas of the globe, Latin American Internet users are also connecting less often through their desktops and more often through their mobile devices. As new forms of social media take hold in the region, as they have elsewhere, retailers will see abundant opportunity for marketing and advertising via social networks.
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