

---

# Latin American Marketing Data and Statistics

---

***5th edition***

---

Euromonitor International Ltd, 60-61 Britton Street, London EC1M 5UX

# Summary of Contents

Chapter One ~ Foreword and Guide .....	11
Chapter Two ~ Advertising.....	21
Chapter Three ~ Agricultural Resources and Output .....	25
Chapter Four ~ Automotives and Transport.....	37
Chapter Five ~ Banking and Finance .....	63
Chapter Six ~ Consumer Expenditure .....	85
Chapter Seven ~ Consumer Market Sizes .....	95
Chapter Eight ~ Consumer Prices and Costs.....	101
Chapter Nine ~ Economic Indicators.....	111
Chapter Ten ~ Education .....	137
Chapter Eleven ~ Energy Resources and Output .....	145
Chapter Twelve ~ Environmental Data.....	155
Section Thirteen ~ External Trade .....	159
Chapter Fourteen ~ Health .....	183
Chapter Fifteen ~ Home Ownership .....	191
Chapter Sixteen ~ Household Profiles .....	195
Chapter Seventeen ~ Income and Deductions .....	203
Section Eighteen ~ Industry .....	207
Chapter Nineteen ~ IT and Telecommunications .....	215
Chapter Twenty ~ Labour .....	227
Chapter Twenty-one ~ Media and Leisure .....	241
Chapter Twenty-two ~ Population.....	245
Chapter Twenty-three ~ Retailing.....	279
Chapter Twenty-four ~ Travel and Tourism .....	283

# Table of Contents

Chapter One ~ Foreword and Guide .....	11
Foreword. . . . .	13
Guide to Using This Handbook . . . . .	15
1. Scope of the Handbook . . . . .	15
2. Subject Coverage . . . . .	15
3. Data Coverage . . . . .	17
4. Country Coverage . . . . .	17
5. Sources . . . . .	18
6. List of Abbreviations . . . . .	20
Chapter Two ~ Advertising.....	21
Table 2.1 – Advertising Expenditure by Medium 2010 . . . . .	22
Table 2.2 – TV Adspend 1985-2010 . . . . .	22
Table 2.3 – Radio Adspend 1985-2010 . . . . .	22
Table 2.4 – Print Adspend 1985-2010 . . . . .	22
Table 2.5 – Cinema Adspend 1985-2010 . . . . .	23
Table 2.6 – Outdoor Adspend 1985-2010 . . . . .	23
Table 2.7 – Online Adspend 2000-2010 . . . . .	23
Chapter Three ~ Agricultural Resources and Output .....	25
Table 3.1 – Agricultural Output Indices 1985-2010 . . . . .	26
Table 3.2 – Food Output Indices 1985-2010 . . . . .	27
Table 3.3 – Land Use and Irrigation 2010 . . . . .	28
Table 3.4 – Livestock 2010 . . . . .	29
Table 3.5 – Selected Crop Production 2010 . . . . .	30
Table 3.6 – Dairy Products and Egg Production 2010 . . . . .	31
Table 3.7 – Meat Production 2010 . . . . .	32
Table 3.8 – Cereal Production 2010 . . . . .	33
Table 3.9 – Forestry and Paper Product Production 2010 . . . . .	34
Table 3.10 – Organic Farming Land Use 1985-2010 . . . . .	35
Table 3.11 – Organic Farms 1985-2010 . . . . .	36
Chapter Four ~ Automotives and Transport.....	37
Table 4.1 – Commercial Vehicles in Use 1980-2010 . . . . .	38
Table 4.2 – Passenger Cars in Use 1980-2010 . . . . .	40
Table 4.3 – Two-Wheelers in Use 1980-2010 . . . . .	42
Table 4.4 – Commercial Vehicle Production 1980-2010 . . . . .	44
Table 4.5 – Passenger Car Production 1980-2010 . . . . .	44
Table 4.6 – Two-Wheeler Production 1985-2010 . . . . .	45
Table 4.7 – Commercial Vehicle New Registrations 1980-2010 . . . . .	45
Table 4.8 – Passenger Car New Registrations 1985-2010 . . . . .	47
Table 4.9 – Two-Wheeler New Registrations 1985-2010 . . . . .	47
Table 4.10 – Airline Freight 1980-2010 . . . . .	48
Table 4.11 – Airline Passengers 1980-2010 . . . . .	50
Table 4.12 – Scheduled Flights: Distance Flown 1980-2010 . . . . .	52
Table 4.13 – Merchant Shipping Fleet 1980-2010 . . . . .	54
Table 4.14 – Public Railway Network 1980-2010 . . . . .	56
Table 4.15 – Railway Statistics of Major National Carriers 2010 . . . . .	57
Table 4.16 – Railway Freight 1980-2010 . . . . .	58
Table 4.17 – Railway Passengers 1985-2010 . . . . .	58
Table 4.18 – Car Traffic 1980-2010 . . . . .	58
Table 4.19 – Road-Transported Goods 1980-2010 . . . . .	59
Table 4.20 – Passenger Cars: Average Annual Distance Travelled 1980-2010 . . . . .	59
Table 4.21 – Road Network 2010 . . . . .	61
Chapter Five ~ Banking and Finance .....	63
Table 5.1 – Private Sector Bank Claims 1980-2010 . . . . .	64
Table 5.2 – Deposit Money Bank Assets 1980-2010 . . . . .	66
Table 5.3 – Deposit Money Bank Liabilities 1980-2010 . . . . .	68
Table 5.4 – Annual Lending Rates 1980-2010 . . . . .	70
Table 5.5 – Deposit Money Bank Reserves 1980-2010 . . . . .	72
Table 5.6 – Credit Cards in Circulation 1998-2010 . . . . .	74
Table 5.7 – Charge Cards in Circulation 1998-2010 . . . . .	75
Table 5.8 – Credit Card Expenditure 1998-2010 . . . . .	76
Table 5.9 – Charge Card Expenditure 1998-2010 . . . . .	77
Table 5.10 – Credit Card Transactions 1998-2010 . . . . .	78
Table 5.11 – Charge Card Transactions 1998-2010 . . . . .	79
Table 5.12 – Average Expenditure per Credit Card 1998-2010 . . . . .	80
Table 5.13 – Average Expenditure per Charge Card 1998-2010 . . . . .	81
Table 5.14 – Average Expenditure per Credit Card Transaction 1998-2010 . . . . .	82

Table 5.15 – Average Expenditure per Charge Card Transaction 1998-2010 . . . . .	83
--	----

## Chapter Six ~ Consumer Expenditure . . . . . 85

Table 6.1 – Consumer Expenditure 1990-2010 . . . . .	86
Table 6.2 – Consumer Expenditure by Object 2010 . . . . .	87
Table 6.3 – Food and Non-Alcoholic Beverage Consumer Expenditure 1990-2010 . . . . .	88
Table 6.4 – Alcoholic Beverages and Tobacco Consumer Expenditure 1990-2010 . . . . .	88
Table 6.5 – Clothing and Footwear Consumer Expenditure 1990-2010 . . . . .	89
Table 6.6 – Housing Consumer Expenditure 1990-2010 . . . . .	89
Table 6.7 – Household Goods and Services Consumer Expenditure 1990-2010 . . . . .	90
Table 6.8 – Health Goods and Medical Services Consumer Expenditure 1990-2010 . . . . .	90
Table 6.9 – Transport Consumer Expenditure 1990-2010 . . . . .	91
Table 6.10 – Communications Consumer Expenditure 1990-2010 . . . . .	91
Table 6.11 – Leisure and Recreation Consumer Expenditure 1990-2010 . . . . .	92
Table 6.12 – Education Consumer Expenditure 1990-2010 . . . . .	92
Table 6.13 – Hotels and Catering Consumer Expenditure 1990-2010 . . . . .	93
Table 6.14 – Miscellaneous Goods and Services Consumer Expenditure 1990-2010 . . . . .	93

## Chapter Seven ~ Consumer Market Sizes . . . . . 95

Table 7.1 – Alcoholic Drinks: Per Capita Retail Sales 2010 . . . . .	96
Table 7.2 – Apparel: Per Capita Retail Sales 2010 . . . . .	96
Table 7.3 – Beauty and Personal Care: Per Capita Retail Sales 2010 . . . . .	96
Table 7.4 – Major Appliances: Per Capita Retail Sales 2010 . . . . .	97
Table 7.5 – Small Electrical Appliances: Per Capita Retail Sales 2010 . . . . .	97
Table 7.6 – Consumer Electronics: Per Capita Retail Sales 2010 . . . . .	97
Table 7.7 – Consumer Health: Per Capita Retail Sales 2010 . . . . .	97
Table 7.8 – Fresh Foods: Per Capita Retail Sales 2010 . . . . .	98
Table 7.9 – Home Care Products: Per Capita Retail Sales 2010 . . . . .	98
Table 7.10 – Hot and Soft Drinks: Per Capita Retail Sales 2010 . . . . .	98
Table 7.11 – Dairy Products and Ice Cream: Per Capita Retail Sales 2010 . . . . .	98
Table 7.12 – Bakery Products: Per Capita Retail Sales 2010 . . . . .	99
Table 7.13 – Confectionery: Per Capita Retail Sales 2010 . . . . .	99
Table 7.14 – Other Selected Packaged Foods: Per Capita Retail Sales 2010 . . . . .	99
Table 7.15 – Tissue and Hygiene: Per Capita Retail Sales 2010 . . . . .	99
Table 7.16 – Tobacco: Per Capita Retail Sales 2010 . . . . .	100
Table 7.17 – Toys and Games: Per Capita Retail Sales 2010 . . . . .	100

## Chapter Eight ~ Consumer Prices and Costs . . . . . 101

Table 8.1 – Consumer Price Indices 1990-2010 . . . . .	102
Table 8.2 – Food and Non-Alcoholic Beverage Price Indices 1990-2010 . . . . .	103
Table 8.3 – Food and Drink Costs: Selected Items 2010 . . . . .	104
Table 8.4 – Index of Alcoholic Beverage and Tobacco Prices 1990-2010 . . . . .	106
Table 8.5 – Clothing and Footwear Price Indices 1990-2010 . . . . .	107
Table 8.6 – Housing Price Indices 1990-2010 . . . . .	108
Table 8.7 – Household Goods and Services Price Indices 1990-2010 . . . . .	108
Table 8.8 – Health Goods and Medical Services Price Indices 1990-2010 . . . . .	108
Table 8.9 – Transport Price Indices 1990-2010 . . . . .	109
Table 8.10 – Index of Communication Prices 1990-2010 . . . . .	109
Table 8.11 – Leisure and Recreation Price Indices 1990-2010 . . . . .	109
Table 8.12 – Education Price Indices 1990-2010 . . . . .	110
Table 8.13 – Index of Hotel and Catering Prices 1990-2010 . . . . .	110
Table 8.14 – Miscellaneous Goods and Services Price Indices 1990-2010 . . . . .	110

## Chapter Nine ~ Economic Indicators . . . . . 111

Table 9.1 – Gross Domestic Product in National Currencies 1980-2010 . . . . .	112
Table 9.2 – Gross Domestic Product in US\$ 1980-2010 . . . . .	114
Table 9.3 – Gross Domestic Product by Origin 2010 . . . . .	116
Table 9.4 – Gross Domestic Product by Origin 2010 (% Analysis) . . . . .	116
Table 9.5 – Gross Domestic Product Usage 2010 . . . . .	118
Table 9.6 – Gross Domestic Product Usage (% Analysis) . . . . .	119
Table 9.7 – Gross National Income in National Currencies 1980-2010 . . . . .	120
Table 9.8 – Gross National Income in US\$ 1980-2010 . . . . .	122
Table 9.9 – Money Supply 1985-2010 . . . . .	124
Table 9.10 – Inflation Rates (Annual) 1985-2010 . . . . .	125
Table 9.11 – Public Consumption 1985-2010 . . . . .	126
Table 9.12 – Private Consumption 1985-2010 . . . . .	127
Table 9.13 – Government Finance and International Liquidity 2010 . . . . .	128
Table 9.14 – Government Expenditure by Object 2010 . . . . .	129
Table 9.15 – Government Expenditure by Object 2010 (% Analysis) . . . . .	130
Table 9.16 – Current Account Balance 1998-2010 . . . . .	131
Table 9.17 – Corruption Perception Index 1998-2010 . . . . .	132
Table 9.18 – Minimum Wage Monthly 1998-2010 . . . . .	133
Table 9.19 – FDI Intensity 1998-2010 . . . . .	134
Table 9.20 – Exchange Rates Against the US\$ 1985-2010 . . . . .	135
Table 9.21 – Exchange Rates Against the EUR 1985-2010 . . . . .	136

## Chapter Ten ~ Education . . . . . 137

Table 10.1 – Education Statistics 2010 . . . . .	138
Table 10.2 – Pre-Primary Education: Schools, Staff and Pupils: 2010 . . . . .	139
Table 10.3 – Primary Education 2010 . . . . .	140
Table 10.4 – Secondary Education 2010 . . . . .	141
Table 10.5 – Higher and University Education 2010 . . . . .	142
Table 10.6 – Foreign Students in Higher and University Education 1985-2010 . . . . .	143
Table 10.7 – Foreign Students' Share of all Higher and University Education Students 1985-2010 . . . . .	144

## Chapter Eleven ~ Energy Resources and Output . . . . . 145

Table 11.1 – Refinery Product Consumption 2010 . . . . .	146
Table 11.2 – Motor Gasoline Consumption 1985-2010 . . . . .	147

Table 11.3 – Aviation Fuel Consumption 1985-2010	148
Table 11.4 – Biofuel Consumption 1998-2010	148
Table 11.5 – Energy Intensity 1998-2010	149
Table 11.6 – Biofuel Production 1998-2010	149
Table 11.7 – Crude Oil Production 1998-2010	149
Table 11.8 – Electricity Production 2010	149
Table 11.9 – Natural Gas Production 1985-2010	150
Table 11.10 – Refinery Output 1990-2010	150
Table 11.11 – Primary Energy Consumption: Selected Materials 2010	151
Table 11.12 – Coal Consumption 1985-2010	151
Table 11.13 – Crude Oil Consumption 1985-2010	151
Table 11.14 – Natural Gas Consumption 1985-2010	151
Table 11.15 – Nuclear Energy Consumption 1985-2010	152
Table 11.16 – Hydroelectricity Consumption 1985-2010	152
Table 11.17 – Electricity Residential Consumption 1985-2010	153
Table 11.18 – Gas Residential Consumption 1985-2010	153
<b>Chapter Twelve ~ Environmental Data</b>	<b>155</b>
Table 12.1 – Carbon Dioxide Emissions 2010	156
Table 12.2 – Air and Water Pollutant Emissions 2010	157
<b>Section Thirteen ~ External Trade</b>	<b>159</b>
Table 13.1 – Imports (cif) 1980-2010	160
Table 13.2 – Imports (cif) by Origin 2010	162
Table 13.3 – Imports (cif) by Origin 2010 (% Analysis)	164
Table 13.4 – Imports (cif) by Commodity: SITC Classification 2010	166
Table 13.5 – Imports (cif) by Commodity: SITC Classification 2010 (% Analysis)	168
Table 13.6 – Exports (fob) 1980-2010	170
Table 13.7 – Exports (fob) by Destination 2010	172
Table 13.8 – Exports (fob) by Destination 2010 (% Analysis)	174
Table 13.9 – Exports (fob) by Commodity: SITC Classification 2010	176
Table 13.10 – Exports (fob) by Commodity: SITC Classification 2010 (% Analysis)	178
Table 13.11 – Trade Balance 1980-2010	180
<b>Chapter Fourteen ~ Health</b>	<b>183</b>
Table 14.1 – Hospitals and Hospital Beds 2010	184
Table 14.2 – Doctors, Nurses and Dentists 2010	185
Table 14.3 – Causes of Death: Male 2010	186
Table 14.4 – Causes of Death: Female 2010	187
Table 14.5 – Food Supply: Average Consumption of Calories, Protein and Fat 2010	188
Table 14.6 – Government Health Expenditure 2010	189
Table 14.7 – Obese Population (BMI 30kg/Sq M or More) 1985-2010	189
<b>Chapter Fifteen ~ Home Ownership</b>	<b>191</b>
Table 15.1 – Housing Stock 1980-2010	192
Table 15.2 – New Dwellings Completed 1980-2010	192
Table 15.3 – Households by Tenure 2010	193
Table 15.4 – Households by Type of Dwelling 2010	193
<b>Chapter Sixteen ~ Household Profiles</b>	<b>195</b>
Table 16.1 – Households 1985-2010	196
Table 16.2 – Household Average Number of Occupants at January 1st 1985-2010	197
Table 16.3 – Households by Urban/Rural Split 2010	197
Table 16.4 – Households by Number of Persons 2010	198
Table 16.5 – Households by Number of Rooms 2010	198
Table 16.6 – Households by Sex of Head of Household 2010	198
Table 16.7 – Households by Age of Head of Household: 2010	198
Table 16.8 – Households by Education of Head of Household 2010	199
Table 16.9 – Households by Status of Head of Household 2010	199
Table 16.10 – Households by Type 2010	199
Table 16.11 – Households by Annual Disposable Income Band 2010	200
Table 16.12 – Household Durable Ownership 2010	200
<b>Chapter Seventeen ~ Income and Deductions</b>	<b>203</b>
Table 17.1 – Gross Income (Annual) 1990-2010	204
Table 17.2 – Gross Income by Source 2010	204
Table 17.3 – Tax and Social Security Contributions 1990-2010	204
Table 17.4 – Disposable Income (Annual) 1990-2010	204
Table 17.5 – Net Savings 1990-2010	205
Table 17.6 – Savings Ratio 1990-2010	205
<b>Section Eighteen ~ Industry</b>	<b>207</b>
Table 18.1 – General Industrial Production Indices 1980-2010	208
Table 18.2 – Manufacturing Production Indices 1980-2010	210
Table 18.3 – Mining Production Indices 1980-2010	212
<b>Chapter Nineteen ~ IT and Telecommunications</b>	<b>215</b>
Table 19.1 – Internet Users 1990-2010	216
Table 19.2 – Dial-Up Internet Subscribers 1998-2010	216
Table 19.3 – Broadband Internet Subscribers 1998-2010	217
Table 19.4 – Personal Computers in Use 1990-2010	217
Table 19.5 – ISDN Subscribers 1990-2010	218
Table 19.6 – Capital Investment in Telecommunications 1985-2010	219
Table 19.7 – Mobile Telephone Subscriptions 1990-2010	220
Table 19.8 – Mobile Telecommunications Revenues 1990-2010	221
Table 19.9 – Mobile Telephone Calls 1990-2010	222

Table 19.10 – Mobile Telephone Calls per Mobile Telephone Subscriber 1990-2010	223
Table 19.11 – Telephone Lines in Use 1990-2010	224
Table 19.12 – National Telephone Calls 1990-2010	225
Table 19.13 – International Outgoing Telephone Calls 1990-2010	226

## Chapter Twenty ~ Labour ..... 227

Table 20.1 – Employed Population 1980-2010	228
Table 20.2 – Employment by Activity 2010	229
Table 20.3 – Paid Employment in Manufacturing 1980-2010	231
Table 20.4 – Unemployed Population 1980-2010	232
Table 20.5 – Unemployment Rate 1980-2010	233
Table 20.6 – Average Working Week in Non-Agricultural Activities 1980-2010	234
Table 20.7 – Average Working Week in Manufacturing 1980-2010	235
Table 20.8 – Economically Active Population by Age Group 2010	236
Table 20.9 – Economically Active Population by Age Group 2010 (% Analysis)	238
Table 20.10 – Economically Active Population by Sex 2010	240

## Chapter Twenty-one ~ Media and Leisure ..... 241

Table 21.1 – Newspapers 2010	242
Table 21.2 – Colour TV Households 2005-2010	242
Table 21.3 – Cable TV Households 2005-2010	243
Table 21.4 – Satellite TV Households 2005-2010	243

## Chapter Twenty-two ~ Population ..... 245

Table 22.1 – Total Population 1980-2010: National Estimates at Mid-Year	246
Table 22.2 – Total Population 1980-2010: National Estimates at January 1st	248
Table 22.3 – Population by Sex and Age at January 1st 2010	250
Table 22.4 – Population by Sex and Age (%) at January 1st 2010	251
Table 22.5 – Live Births 1985-2010	252
Table 22.6 – Deaths 1985-2010	253
Table 22.7 – Birth Rates 1985-2010	254
Table 22.8 – Death Rates 1985-2010	255
Table 22.9 – Infant Mortality Rates 1985-2010	256
Table 22.10 – Marriage Rates 1985-2010	257
Table 22.11 – Divorce Rates 1985-2010	258
Table 22.12 – Fertility Rates 1985-2010	259
Table 22.13 – Life Expectancy at Birth 2010	260
Table 22.14 – Population Density 1985-2010	261
Table 22.15 – Urban Population 1985-2010	262
Table 22.16 – Rural Population 1985-2010	263
Table 22.17 – Pensioners 1990-2010	264
Table 22.18 – Population by Marital Status 2010	264
Table 22.19 – Population by Educational Attainment 2010	265
Table 22.20 – Male and Female Population by Age at January 1st 2010	265
Table 22.21 – Male Population at January 1st 1990-2010	266
Table 22.22 – Female Population at January 1st 1990-2010	267
Table 22.23 – Children Aged 0-14 Years at January 1st 1990-2010	268
Table 22.24 – Persons of Working Age (15-64 Years) at January 1st 1990-2010	269
Table 22.25 – Persons Aged 65 Years and over at January 1st 1990-2010	270
Table 22.26 – Population by Age Group at January 1st 2010	271
Table 22.27 – Population by Age Group (%) at January 1st 2010	273
Table 22.28 – Total Population 2010-2020 at January 1st	275
Table 22.29 – Children Aged 0-14 Years Forecasts at January 1st 2010-2020	276
Table 22.30 – Persons of Working Age (15-64 Years) Forecasts at January 1st 2010-2020	277
Table 22.31 – Persons Aged 65 Years and Over Forecasts at January 1st 2010-2020	278

## Chapter Twenty-three ~ Retailing ..... 279

Table 23.1 – Retail Sales 2005-2010	280
Table 23.2 – Store-Based Retailer Sales by Grocery/Non Grocery Split 2010	280
Table 23.3 – Store-Based Retailer Outlets by Grocery/Non Grocery Split 2010	280
Table 23.4 – Grocery Retailer Sales by Type 2010	280
Table 23.5 – Non-Grocery Retailer Sales by Type 2010	281
Table 23.6 – Non-Store Retailer Sales by Type 2010	281
Table 23.7 – Non-Store Retailer Sales by Type (% Analysis) 2010	281

## Chapter Twenty-four ~ Travel and Tourism ..... 283

Table 24.1 – Average Tourist Nights in Accommodation Establishments 1990-2010	284
Table 24.2 – Average Tourist Nights in the Country 1990-2010	285
Table 24.3 – Domestic Tourist Nights 1990-2010	286
Table 24.4 – International Tourist Nights 1990-2010	287
Table 24.5 – Expenditure by Tourists 1980-2010	288
Table 24.6 – Receipts from Tourism 1980-2010	289
Table 24.7 – Rooms in Tourist Accommodation 1990-2010	290
Table 24.8 – Total Number of Bed Places in Tourist Accommodation 1990-2010	291
Table 24.9 – Hotel Bed Occupancy Rates 1990-2010	292
Table 24.10 – International Tourist Arrivals 1990-2010	293
Table 24.11 – Tourist Arrivals by Method 2010	294
Table 24.12 – Tourist Arrivals by Region 2010	295

Population Statistics Table 22.3**Population by Sex and Age at January 1st 2010**

'000

	Total	Male	Female	0-14	15-64	65+
Anguilla	13	7	7	3	9	1
Antigua	88	42	46	25	57	6
Argentina	40,666	19,947	20,719	10,128	26,201	4,336
Aruba	107	51	56	20	77	10
Bahamas	346	169	177	86	235	24
Barbados	257	125	132	44	186	27
Belize	313	158	155	108	192	13
Bermuda	65	32	33	12	45	8
Bolivia	10,031	5,003	5,028	3,590	5,961	480
Brazil	190,657	93,853	96,804	48,784	128,862	13,010
British Virgin Islands	23	12	11	6	16	1
Cayman Islands	49	24	25	9	37	3
Chile	17,135	8,474	8,661	3,820	11,734	1,580
Colombia	46,300	22,785	23,515	13,326	30,375	2,599
Costa Rica	4,640	2,356	2,284	1,174	3,165	300
Cuba	11,204	5,616	5,588	1,938	7,887	1,379
Dominica	67	33	33	17	42	8
Dominican Republic	10,225	5,135	5,090	3,180	6,419	626
Ecuador	13,775	6,898	6,877	4,214	8,644	917
El Salvador	6,194	2,918	3,276	1,953	3,788	454
French Guiana	231	115	116	78	144	9
Grenada	104	52	52	29	68	7
Guadeloupe	467	224	243	103	303	61
Guatemala	14,377	7,007	7,370	5,969	7,772	636
Guyana	761	391	370	222	493	47
Haiti	10,188	5,033	5,155	3,660	6,083	446
Honduras	7,616	3,806	3,809	2,802	4,486	328
Jamaica	2,730	1,336	1,394	790	1,729	212
Martinique	406	190	216	81	267	58
Mexico	108,997	53,579	55,418	30,462	71,411	7,125
Netherlands Antilles	201	93	108	41	139	21
Nicaragua	5,822	2,881	2,941	2,009	3,547	267
Panama	3,508	1,768	1,740	1,016	2,258	234
Paraguay	6,460	3,260	3,200	2,167	3,959	334
Peru	29,403	14,735	14,668	8,798	18,849	1,756
Puerto Rico	3,998	1,917	2,081	800	2,639	559
St Kitts	52	26	26	16	33	4
St Lucia	174	85	89	45	117	12
St Vincent and the Grenadines	109	55	54	29	73	7
Suriname	524	263	262	150	341	34
Trinidad and Tobago	1,344	653	691	276	975	93
Uruguay	3,374	1,628	1,745	760	2,145	468
Venezuela	29,044	14,576	14,468	8,560	18,849	1,634

**Source:** Euromonitor International from national statistics/UN

Labour Statistics

Table 20.5

**Unemployment Rate 1980-2010***% of economically active population*

	1980	1985	1990	1995	2000	2004	2005	2006	2007	2008	2009	2010
Anguilla	27.7	23.0	10.9	7.2	7.3	7.2	6.8	6.6	6.3	6.1	12.0	11.7
Antigua												
Argentina			7.3	18.6	15.0	13.6	11.6	10.2	8.5	7.9	8.7	7.8
Aruba				7.4	7.4	6.4	6.2	6.1	6.0	6.2	6.9	6.9
Bahamas			13.0	11.0	7.2	10.2	10.2	7.6	7.9	8.7	14.2	14.9
Barbados	11.4	18.7	15.0	19.7	9.4	9.8	9.1	8.7	7.4	8.1	10.2	10.0
Belize				12.5	11.3	11.6	11.0	9.5	8.6	8.2	9.7	9.8
Bermuda				4.5	2.7	2.3	2.2	2.2	2.6	2.7	4.1	4.0
Bolivia	3.3	3.9	3.3	2.1	4.8	4.2	5.4	5.1	5.2	5.2	5.8	5.3
Brazil	6.5	5.3	4.3	4.6	7.1	11.5	9.8	10.0	9.3	7.9	8.1	6.8
British Virgin Islands												
Cayman Islands			5.6	4.9	7.2	4.3	3.5	2.6	3.8	4.1	4.6	5.3
Chile	16.5	12.8	6.0	7.3	9.7	10.0	9.3	8.0	7.0	7.7	10.5	8.4
Colombia	6.0	8.7	7.2	6.2	14.5	13.6	11.8	12.0	11.2	11.3	12.0	11.8
Costa Rica	5.9	6.8	4.6	5.2	5.2	6.5	6.6	6.0	4.6	4.9	7.8	6.9
Cuba				8.3	5.4	1.9	1.9	1.9	1.8	1.6	1.7	1.8
Dominica			9.9	18.0	13.2	10.5	10.2	10.1	9.9	9.8	9.3	10.5
Dominican Republic				15.8	13.9	18.4	17.9	16.0	15.6	14.2	14.9	14.0
Ecuador			6.1	6.9	14.1	11.0	10.7	10.1	8.8	6.9	8.5	8.6
El Salvador	12.9	16.9	11.9	7.7	7.0	6.8	7.2	6.6	6.4	6.4	7.2	7.8
French Guiana	3.8	11.1	8.9	23.0	25.8	26.3	26.5	29.1	19.7	19.0	17.3	18.5
Grenada			27.5	21.8								
Guadeloupe		22.0	17.0	26.1	25.7	24.7	26.0	27.3	22.7	21.9	21.9	22.0
Guatemala			3.9	1.5	1.4	3.1	2.5	1.8	1.5	1.4	1.8	2.1
Guyana												
Haiti		17.3	12.7									
Honduras			4.8	3.2	3.8	5.9	4.1	3.1	2.9	2.9	3.2	5.1
Jamaica	27.3	25.0	15.7	16.2	15.5	11.4	10.9	9.6	9.3	10.3	11.4	12.4
Martinique				26.1	26.3	20.7	17.8	22.9	21.1	21.5	23.2	24.6
Mexico	2.8	2.6	2.3	6.9	2.6	3.9	3.6	3.6	4.0	4.5	5.5	5.4
Netherlands Antilles			17.0	13.1	14.2	16.1	18.2	14.6	12.4	10.3	11.7	10.7
Nicaragua		3.3	10.9	16.9	9.8	6.5	5.6	5.2	4.9	5.1	5.9	7.0
Panama	8.6	12.3	16.3	14.0	13.5	12.4	10.3	9.1	6.8	5.8	7.1	4.4
Paraguay	4.1	5.1	6.6	6.3	7.6	7.9	7.7	6.6	5.6	5.7	7.9	6.9
Peru	5.1	5.1	5.9	8.6	9.1	9.4	9.6	8.5	8.4	8.4	8.4	7.9
Puerto Rico	17.1	21.8	14.1	13.7	10.1	10.6	11.3	11.1	10.9	11.5	15.0	16.1
St Kitts												
St Lucia				16.3	16.4	21.0	18.7	15.8	14.0	14.5	13.6	16.1
St Vincent and the Grenadines												
Suriname			15.8	8.4	12.9	9.5	9.3	9.7	9.7	9.6	9.5	9.8
Trinidad and Tobago	10.0	15.5	20.0	17.2	12.2	8.3	8.0	6.2	5.5	4.6	5.3	5.5
Uruguay		13.0	8.5	10.3	13.6	13.1	12.2	10.6	9.2	7.6	7.4	6.6
Venezuela	5.4	13.1	11.1	10.3	14.0	15.1	12.2	10.0	8.5	7.4	7.9	8.5

**Source:** International Labour Organisation/Euromonitor International

## Automotives and Transport Statistics

**Commercial Vehicles in Use 1980-2010 (continued)**

'000/number in use per '000 persons

	2002	2003	2004	2005	2006	2007	2008	2009	2010	Number in use /'000 persons 2010
Anguilla	2.0	2.1	2.3	2.2	2.2	2.3	2.4	2.4	2.4	184.6
Antigua										
Argentina	1,529.4	1,586.9	1,683.5	1,775.5	1,821.7	1,859.8	1,896.8	1,926.2	1,947.9	47.9
Aruba	5.5	5.6	5.7	5.8	6.1	6.2	6.3	6.3	6.4	59.8
Bahamas	19.2	19.2	19.2	19.4	19.6	19.8	20.0	20.3	20.5	59.3
Barbados	10.1	13.4	18.3	17.8	16.5	15.2	14.7	14.1	14.5	56.5
Belize										
Bermuda	4.7	4.8	5.0	5.1	5.4	4.7	4.1	4.0	4.1	63.5
Bolivia	98.1	106.3	122.4	129.9	135.4	139.1	147.8	149.5	151.4	15.1
Brazil	5,873.8	5,937.1	6,271.9	6,606.8	6,968.4	7,422.4	7,992.4	8,613.0	9,127.7	47.9
British Virgin Islands										
Cayman Islands	5.1	5.9	6.6	7.1	7.5	7.7	7.8	7.6	7.7	155.8
Chile	734.0	737.6	756.0	789.0	800.0	849.3	893.7	906.0	936.8	54.7
Colombia	890.0	945.0	1,021.3	1,052.9	1,071.9	1,065.5	751.3	787.5	823.6	17.8
Costa Rica	177.1	175.3	172.5	156.3	151.4	159.4	151.2	151.9	151.4	32.6
Cuba	174.6	177.5	183.7	190.7	201.6	190.5	171.1	158.7	166.7	14.9
Dominica										
Dominican Republic	317.0	328.3	338.5	361.9	383.2	406.9	430.7	444.2	453.9	44.4
Ecuador	351.5	383.3	373.9	364.4	349.4	334.4	332.9	328.6	325.1	23.6
El Salvador	379.0	412.9	447.8	474.9	492.1	506.6	517.9	526.5	540.1	87.2
French Guiana										
Grenada										
Guadeloupe										
Guatemala	306.0	325.2	370.4	437.6	545.3	717.8	920.0	1,034.6	1,131.1	78.7
Guyana	11.0	13.3	15.6	17.8	20.7	23.6	28.1	29.7	30.6	40.2
Haiti										
Honduras	118.0	124.6	136.4	157.6	181.0	196.7	208.5	216.3	226.4	29.7
Jamaica	63.2	65.7	83.8	102.0	133.8	150.1	169.1	174.0	182.7	66.9
Martinique										
Mexico	5,160.0	6,030.0	6,896.5	7,375.9	7,847.1	7,870.4	8,453.1	8,705.9	9,070.9	83.2
Netherlands Antilles	17.6	14.3	15.6	21.1	22.5	23.6	24.8	25.6	26.8	133.3
Nicaragua	138.2	145.6	151.1	159.8	168.5	183.7	189.2	195.5	205.2	35.2
Panama	90.8	94.6	97.6	97.3	97.5	106.2	111.1	113.4	117.7	33.6
Paraguay	135.3	159.9	185.4	212.5	240.6	260.9	288.1	304.5	319.5	49.5
Peru	497.3	524.1	533.9	546.3	562.0	601.4	621.5	632.9	644.2	21.9
Puerto Rico	88.4	90.7	93.2	95.2	99.9	110.1	115.1	117.3	120.3	30.1
St Kitts										
St Lucia	9.5	10.1	10.7	11.5	12.5	13.9	15.6	16.2	17.3	99.3
St Vincent and the Grenadines	4.7	5.6	6.7	8.7	10.6	11.8	12.9	13.4	14.2	129.5
Suriname	23.0	25.3	27.6	28.5	25.7	26.2	26.4	26.3	26.2	49.9
Trinidad and Tobago	54.0	57.7	59.5	65.9	71.5	76.6	81.7	83.6	86.0	64.0
Uruguay	76.8	76.8	78.5	80.9	84.0	85.9	87.9	90.2	92.4	27.4
Venezuela	596.0	664.6	735.3	841.9	951.7	1,091.9	1,182.5	1,252.2	1,299.2	44.7

**Source:** European Automobile Manufacturers' Association (ACEA) / International Road Federation (IRF)**Notes:** There may be wide variations from year to year in SMMT estimates and in other figures due to interpretation of definitions

Economic Statistics

Table 9.16

**Current Account Balance 1998-2010**

US\$ million / as stated

	1998	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Current account balance as % of total GDP 2010
Anguilla													
Antigua	-47	-67	-57	-82	-98	-118	-188	-317	-397	-367	-252	-154	-13.9
Argentina	-14,465	-8,955	-3,780	8,767	8,140	3,213	5,275	7,770	7,383	7,036	11,126	3,573	1.0
Aruba													
Bahamas	-996	-632	-594	-423	-320	-170	-650	-1,374	-1,315	-1,165	-861	-937	-13.0
Barbados	-62	-140	-106	-161	-170	-340	-395	-268	-183	-384	-212	-292	-7.4
Belize	-41	-172	-191	-165	-180	-155	-151	-25	-52	-133	-114	-37	-2.6
Bermuda													
Bolivia	-667	-446	-276	-324	85	337	625	1,297	1,591	2,015	813	924	4.8
Brazil	-33,416	-24,225	-23,215	-7,637	4,177	11,679	13,985	13,643	1,551	-28,192	-24,302	-47,518	-2.3
British Virgin Islands													
Cayman Islands													
Chile	-3,919	-897	-596	199	-365	-191	1,716	1,997	-3,214	6,444	1,648	3,024	1.5
Colombia	-4,843	-1,955	15	-74	244	1,273	475	-1,186	-3,584	-4,967	-5,801	-10,412	-3.6
Costa Rica	-491	-717	-603	-857	-880	-791	-981	-1,023	-1,646	-2,787	-574	-1,299	-3.6
Cuba													
Dominica	-22	-59	-55	-48	-52	-58	-78	-50	-85	-116	-102	-105	-26.9
Dominican Republic	-338	-1,014	-741	-798	1,036	1,041	-473	-1,288	-2,166	-4,519	-2,331	-4,435	-8.6
Ecuador	-2,169	842	-687	-976	-404	-527	356	1,619	1,659	1,205	-369	-2,570	-4.3
El Salvador	-91	-397	-150	-405	-702	-642	-610	-783	-1,221	-1,682	-373	-464	-2.1
French Guiana													
Grenada	-73	-76	-83	-116	-122	-42	-173	-187	-263	-263	-214	-183	-27.2
Guadeloupe													
Guatemala	-1,024	-1,049	-1,211	-1,262	-1,020	-1,165	-1,241	-1,524	-1,786	-1,680	-4	-868	-2.1
Guyana	-99	-95	-108	-87	-69	-83	-133	-191	-193	-252	-186	-216	-9.7
Haiti	16	-40	-74	-30	-46	-57	114	-69	-85	-289	-227	-155	-2.3
Honduras	-128	-507	-479	-282	-553	-678	-290	-404	-1,116	-2,129	-517	-955	-6.2
Jamaica	-197	-394	-670	-1,060	-719	-646	-1,057	-1,195	-2,126	-2,482	-1,341	-1,110	-8.1
Martinique													
Mexico	-15,993	-18,743	-17,714	-14,155	-7,161	-6,783	-5,080	-4,801	-8,977	-16,349	-6,289	-5,690	-0.5
Netherlands Antilles	-107	-1	-165	-53	-8	-98	-76	-76	-102				
Nicaragua	-688	-792	-797	-735	-662	-649	-734	-710	-939	-1,483	-741	-926	-14.3
Panama	-1,016	-689	-174	-96	-580	-1,061	-759	-535	-1,430	-2,732	-52	-2,992	-11.2
Paraguay	-160	-163	-266	93	129	143	17	128	185	-303	87	-595	-3.2
Peru	-3,606	-1,546	-1,203	-1,110	-949	19	1,148	2,872	1,460	-5,318	211	-2,315	-1.5
Puerto Rico													
St Kitts	-47	-69	-110	-137	-126	-80	-80	-100	-125	-189	-179	-146	-27.5
St Lucia	-60	-95	-107	-106	-110	-88	-150	-282	-300	-277	-138	-164	-16.7
St Vincent and the Grenadines	-92	-24	-36	-42	-79	-103	-99	-118	-192	-202	-198	-188	-33.5
Suriname	-256	-54	-120	-158	-230	-152	-233	166	259	295	-35	36	1.1
Trinidad and Tobago	-644	544	445	77	985	1,648	3,593	7,271	5,364	8,518	1,759	3,627	17.6
Uruguay	-476	-566	-498	382	-87	3	42	-392	-220	-1,480	178	197	0.5
Venezuela	-4,432	11,853	1,983	7,599	11,796	15,519	25,534	27,167	20,001	37,392	8,561	14,378	3.7

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

## Consumer Expenditure Statistics

**Consumer Expenditure by Object 2010 (continued)**

US\$ million

	Transport	Communi- cations	Leisure and Recreation	Education	Hotels and Catering	Miscellaneous Goods and Services	Total
Argentina	25,454.1	7,473.3	17,646.2	2,307.3	14,651.7	19,478.5	199,573.7
Bolivia	2,313.7	432.5	292.1	668.1	1,098.3	472.4	11,869.0
Brazil	166,773.4	69,946.0	42,888.6	90,722.6	33,293.9	175,989.5	1,262,114.2
Chile	6,751.9	6,207.8	2,753.3	5,483.8	5,831.3	12,840.8	113,654.4
Colombia	20,396.4	9,219.4	8,878.1	8,926.5	21,280.1	19,184.5	182,640.0
Ecuador	6,204.7	3,468.6	1,804.7	3,342.0	1,499.7	1,890.2	39,461.6
Mexico	105,533.9	33,598.3	32,877.6	18,303.7	27,266.1	56,632.5	672,697.4
Peru	8,623.2	2,894.5	2,245.5	7,039.4	8,346.1	12,297.6	94,300.8
Venezuela	21,127.2	10,219.8	21,709.5	13,923.7	19,539.2	10,912.5	221,583.6

**Source:** National statistical offices/OECD/Eurostat/Euromonitor International

## Consumer Expenditure Statistics

**Table 6.3****Food and Non-Alcoholic Beverage Consumer Expenditure 1990-2010**

National currency million/US\$ million/US\$ per capita

	1990	1995	2000	2001	2002	2003	2004
Argentina	13,127	39,324	41,056	38,728	39,832	48,487	56,794
Bolivia	4,105	8,100	11,899	12,366	12,606	13,067	13,956
Brazil	2	106,250	159,235	175,250	206,058	256,151	282,570
Chile	1,602,606	4,315,313	6,269,969	6,646,067	7,024,858	7,532,782	8,088,979
Colombia	4,309,739	14,448,548	28,248,177	31,152,987	34,141,319	36,479,132	39,291,883
Ecuador	3,038	4,506	3,317	4,299	4,710	4,976	5,176
Mexico	134,939	292,630	841,619	928,639	996,684	1,170,762	1,339,449
Peru	1,199	26,281	38,909	39,612	41,475	43,746	47,375
Venezuela	609	3,419	10,723	12,800	15,611	21,437	30,621

**Source:** National statistical offices/OECD/Eurostat/Euromonitor International

## Consumer Expenditure Statistics

**Food and Non-Alcoholic Beverage Consumer Expenditure 1990-2010 (continued)**

National currency million/US\$ million/US\$ per capita

	2005	2006	2007	2008	2009	2010	Total US\$ million 2010	US\$ per capita 2010
Argentina	65,054	75,968	93,941	117,890	132,284	157,950	40,371	992.8
Bolivia	14,940	16,729	18,679	21,388	22,526	23,343	3,325	331.5
Brazil	317,630	352,588	392,724	440,404	488,408	550,452	312,902	1,641.2
Chile	8,906,133	9,740,445	10,749,028	12,104,963	12,530,630	13,481,780	26,419	1,541.9
Colombia	42,106,712	45,919,091	51,226,814	58,881,615	62,143,000	65,319,378	34,407	743.1
Ecuador	5,576	5,871	6,079	6,638	6,977	7,008	7,008	508.8
Mexico	1,425,387	1,520,179	1,687,609	1,800,800	1,746,602	1,929,156	152,752	1,401.4
Peru	50,085	53,916	59,419	68,250	71,622	77,060	27,277	927.7
Venezuela	41,762	54,328	75,356	102,956	129,550	165,395	63,967	2,202.5

**Source:** National statistical offices/OECD/Eurostat/Euromonitor International

## Consumer Expenditure Statistics

**Table 6.4****Alcoholic Beverages and Tobacco Consumer Expenditure 1990-2010**

National currency million/US\$ million/US\$ per capita

	1990	1995	2000	2001	2002	2003	2004
Argentina	1,786	6,356	6,371	5,844	6,104	7,578	9,076
Bolivia	278	634	940	858	902	993	1,059
Brazil	0	10,993	15,569	16,805	19,075	20,700	22,986
Chile	42,676	133,900	210,545	221,969	228,348	237,649	265,719
Colombia	731,934	2,675,468	5,366,034	5,968,998	6,367,060	6,825,025	7,396,978
Ecuador	237	345	243	355	378	388	419
Mexico	14,270	32,933	76,999	92,555	100,208	112,861	125,344
Peru	71	1,646	2,572	2,626	2,764	2,928	3,191
Venezuela	74	375	1,182	1,389	1,705	2,210	3,154

**Source:** National statistical offices/OECD/Eurostat/Euromonitor International

Consumer Market Statistics

Table 7.12

**Bakery Products: Per Capita Retail Sales 2010**

US\$ per capita

	Bread	Pastries	Cakes	Biscuits	Breakfast Cereals
Argentina	64.60	4.45	20.19	30.39	2.31
Bolivia	17.70	0.47	4.04	5.84	4.12
Brazil	103.39	1.97	10.44	32.30	2.65
Chile	109.66	2.49	25.20	39.09	8.74
Colombia	36.54	3.13	1.97	10.97	3.10
Ecuador	34.54	0.52	1.61	13.05	3.69
Mexico	98.22	55.19	39.07	21.39	16.34
Peru	61.25	3.16	9.14	9.86	5.55
Venezuela	39.60	2.29	4.73	30.20	16.80

*Source: Euromonitor International from industry sources/national statistics*

Consumer Market Statistics

Table 7.13

**Confectionery: Per Capita Retail Sales 2010**

US\$ per capita

	Total Confectionery	Chocolate Confectionery	Sugar Confectionery	Gum
Argentina	55.53	32.10	13.00	10.43
Bolivia	13.29	3.52	4.12	5.64
Brazil	49.68	23.24	16.96	9.48
Chile	45.60	27.26	14.31	4.03
Colombia	11.07	3.75	5.46	1.86
Ecuador	10.69	3.30	3.30	4.09
Mexico	37.83	9.13	16.58	12.12
Peru	14.34	10.42	1.65	2.27
Venezuela	25.38	9.27	7.08	9.03

*Source: Euromonitor International from industry sources/national statistics*

Consumer Market Statistics

Table 7.14

**Other Selected Packaged Foods: Per Capita Retail Sales 2010**

US\$ per capita

	Canned Preserved Food	Frozen Processed Food	Dried Processed Food	Chilled Processed Food	Oils and Fats	Sauces, Dressings & Condiments	Sweet and Savoury Snacks
Argentina	28.07	11.04	25.43	17.05	20.30	27.73	9.52
Bolivia	3.63	1.80	36.57	2.25	13.16	10.63	0.84
Brazil	12.04	10.26	49.16	5.77	33.14	23.23	13.35
Chile	14.18	7.70	25.57	16.21	29.10	23.66	14.93
Colombia	11.28	2.75	40.22	15.94	26.30	11.74	25.53
Ecuador	11.05	3.76	15.43	3.52	12.34	3.10	1.98
Mexico	13.31	5.09	22.61	7.77	12.87	30.12	26.23
Peru	19.54	0.09	27.17	2.61	15.02	4.59	4.99
Venezuela	43.26	9.15	64.52	12.12	34.35	22.68	26.54

*Source: Euromonitor International from industry sources/national statistics*

Consumer Market Statistics

Table 7.15

**Tissue and Hygiene: Per Capita Retail Sales 2010**

US\$ per capita

	Sanitary Protection	Nappies, Diapers & Pants	Toilet Paper	Tissues	Kitchen Towels
Argentina	6.65	17.43	7.71	0.76	1.94
Bolivia	1.94	3.79	4.24	0.11	0.21
Brazil	7.31	11.56	11.14	0.15	1.57
Chile	4.26	12.95	27.29	5.85	4.01
Colombia	5.77	10.63	3.73	1.31	0.79
Ecuador	2.81	8.89	5.04	0.51	0.30
Mexico	3.33	16.30	10.14	0.74	0.52
Peru	3.68	9.73	8.45	1.25	0.42
Venezuela	15.10	26.66	14.22	1.53	3.59

*Source: Euromonitor International from industry sources/national statistics*