

Digital Landscape in Latin America

July 2021

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Percentage of the population using the internet rising in Latin America

Mobile internet subscribers far outstrip fixed broadband in Latin America

Smartphones helping drive digital inclusion in the region

Mobile internet penetration growing much faster than fixed broadband

Mobile phone the preferred method to access the internet

Chile the leader in terms of subscribers with fast fixed broadband

LTE/WiMAX access sees strong growth in 2015-2020

COUNTRY SNAPSHOTS

Argentina: Market Context (1)

Argentina: Market Context (2)

Brazil: Market Context (1)

Brazil: Market Context (2)

Chile: Market Context (1)

Chile: Market Context (2)

Colombia: Market Context (1)

Colombia: Market Context (2)

Mexico: Market Context (1)

Mexico: Market Context (2)

Venezuela: Market Context (1)

Venezuela: Market Context (2)

FORECAST PROJECTIONS

Internet penetration continues rising in Latin America

Mobile internet penetration will continue growing in 2020-2025

Mobile internet will move further ahead of fixed broadband penetration

Home and mobile connectivity will continue growing in Latin America

Chile to continue setting the pace in subscriber numbers at faster speeds

LTE/WiMAX will continue catching 3G coverage over 2020-2025

Key takeaways

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/digital-landscape-in-latin-america/report.