

# Digital Snapshot: LatAm

GlobalWebIndex trends and behaviors in Latin America

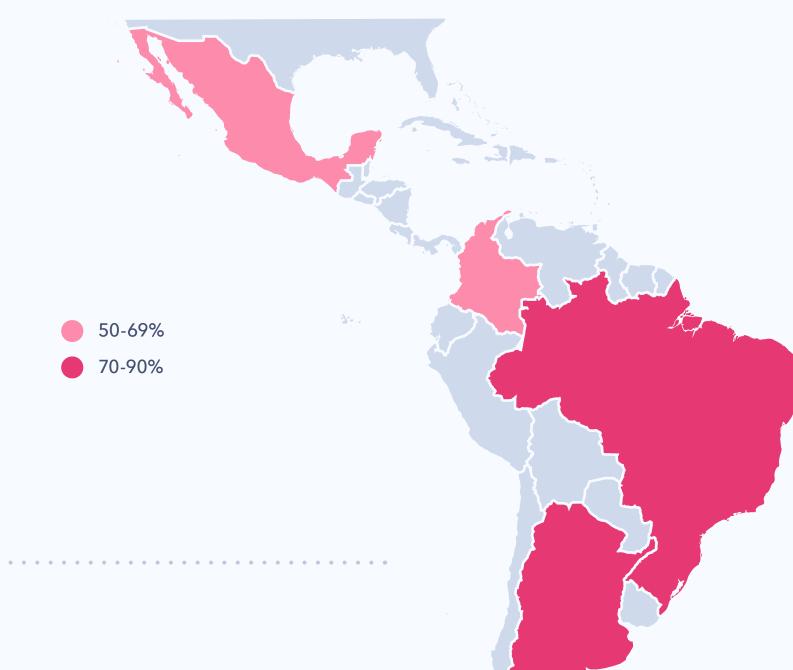
#### **DEVICES OWNED**







### INTERNET PENETRATION



### **MEDIA**



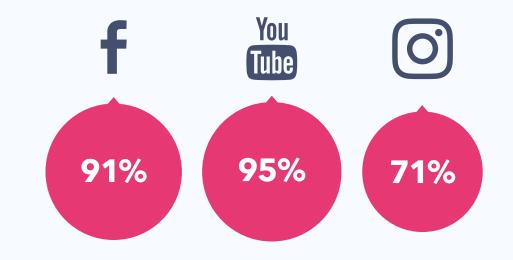
65% Use **music** streaming services



82% Watch subscription services (E.G. NETFLIX)

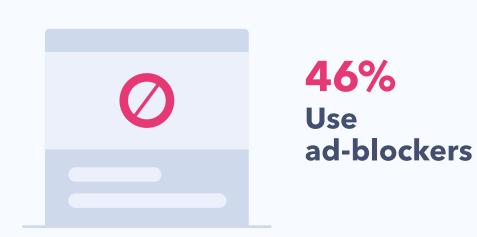
### **SOCIAL**

% who visited the following last month



100% Use social media

#### **PRIVACY**





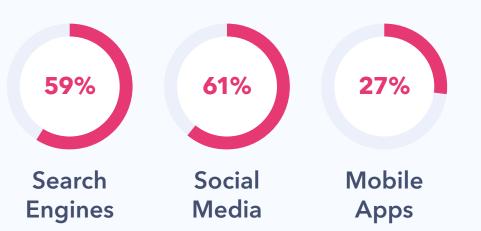


#### **COMMERCE**



89% Search products online **67%** Purchase products online

#### **MAIN RESEARCH CHANNELS**





38% Use mobile payment services

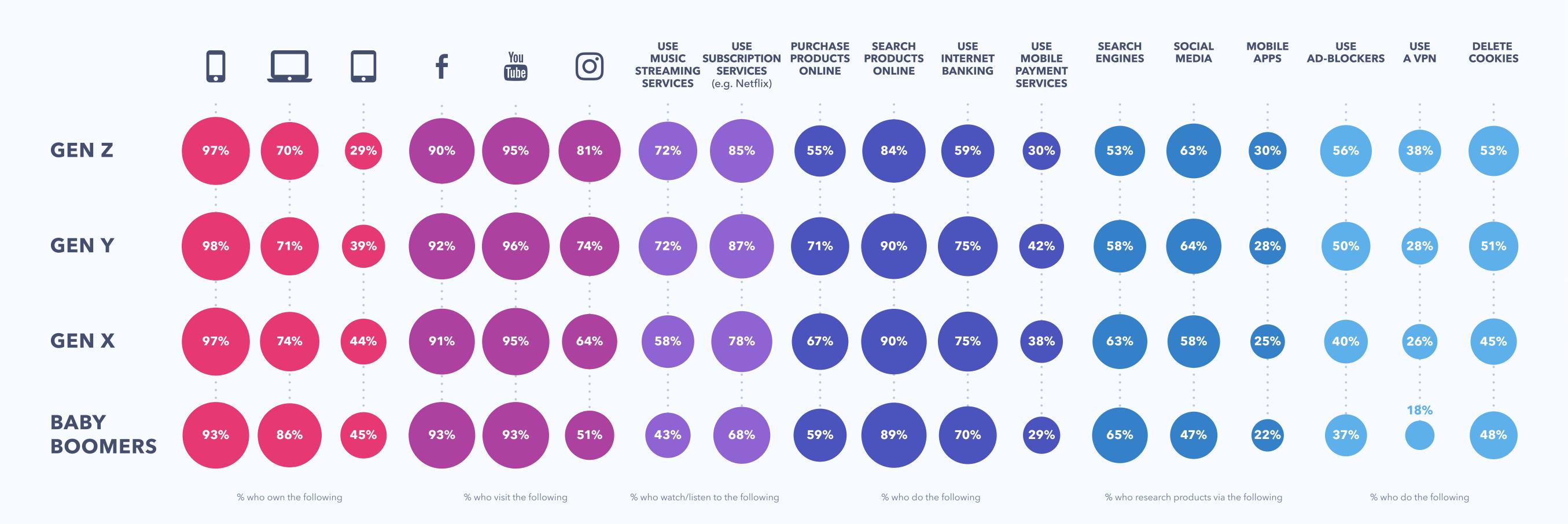


72% Use **internet** banking



## Digital Snapshot: LatAm

GlobalWebIndex trends and behaviors in Latin America by Generation



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