



Euromonitor
International

Digital Landscape in Latin America

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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

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