



Growth
from
Knowledge

#MasterTheCrisis

Changes in online behavior across Latin America

June 2020



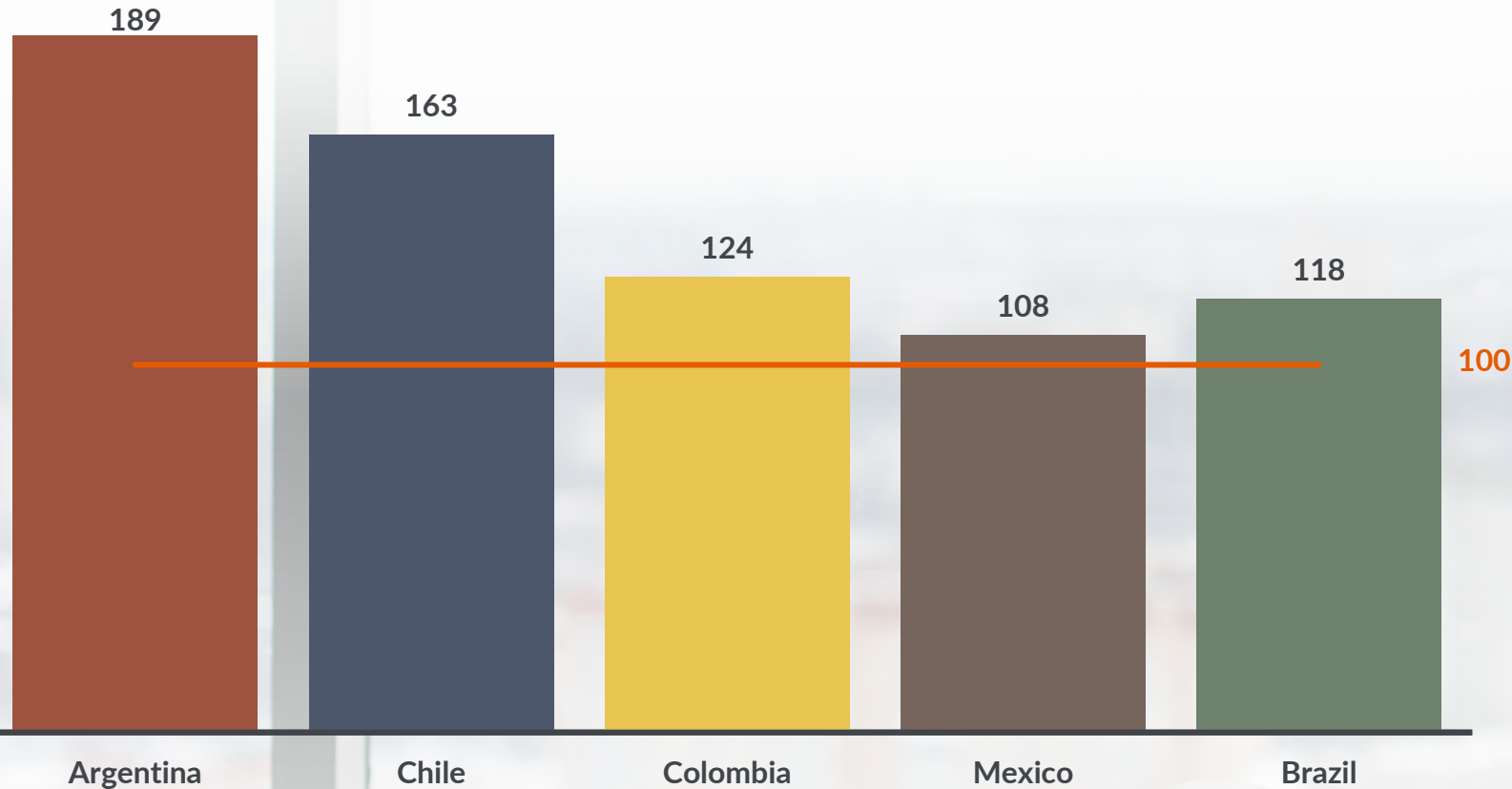
Online usage Index

Which categories of online use have increased and decreased the most before and during COVID-19 crisis?

- GfK analyzed daily time spent in each category before the crisis: (1 January – 15 March) vs latest findings (15 June – 12 July)
- Index figures. An index of 100 shows no increase or decrease
- **Argentina 18+**
- **Chile 18+**
- **Colombia 18+**
- **Mexico 18+**
- **Brazil 18 +**

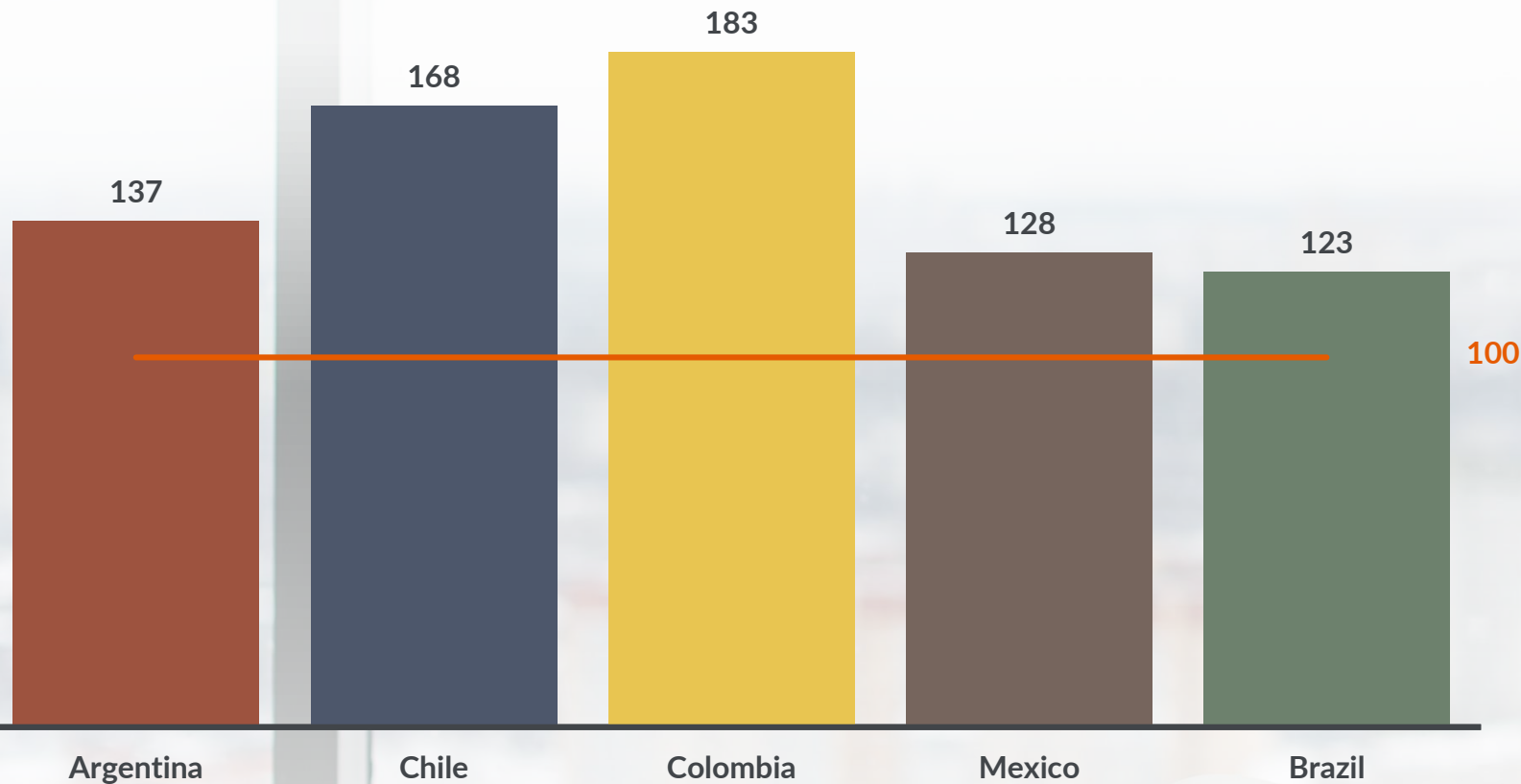
TOP categories: Public Services

15 June –12 July 2020 vs pre-lockdown



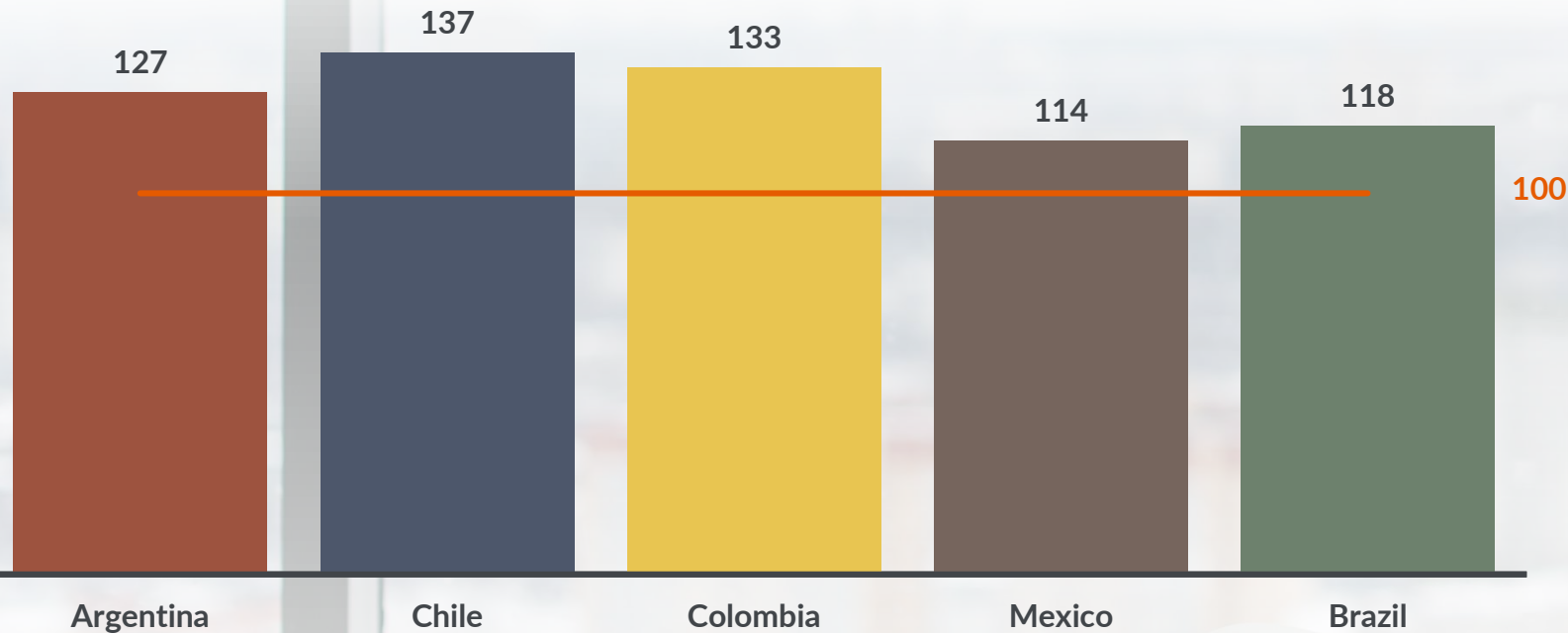
TOP categories: Retail

15 June –12 July 2020 vs pre-lockdown



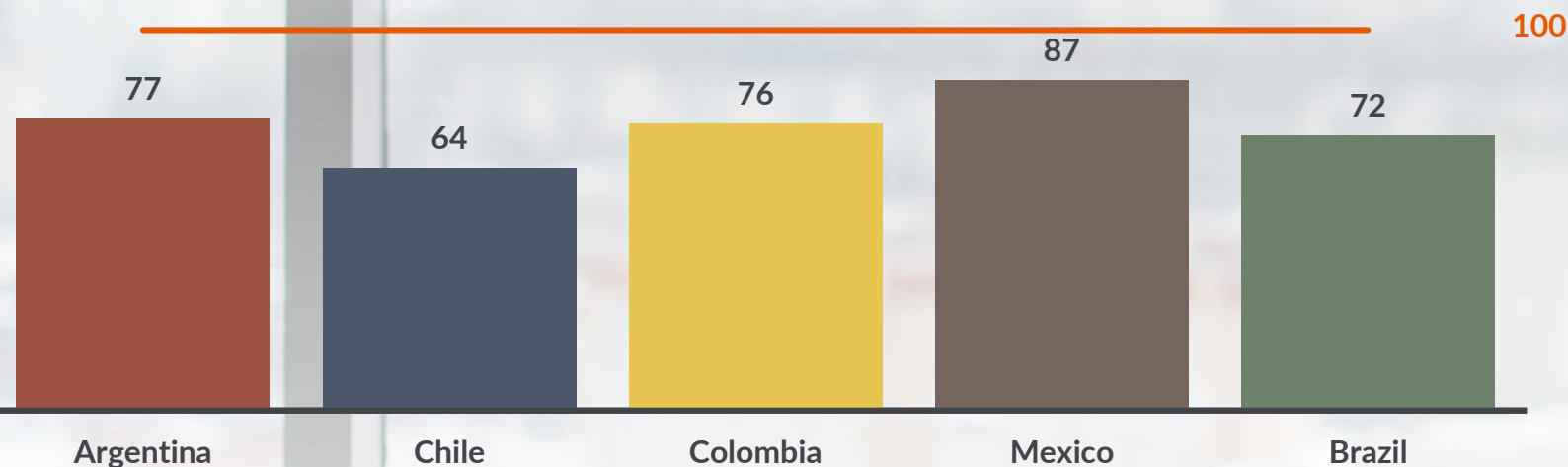
TOP categories: Communication

15 June –12 July 2020 vs pre-lockdown



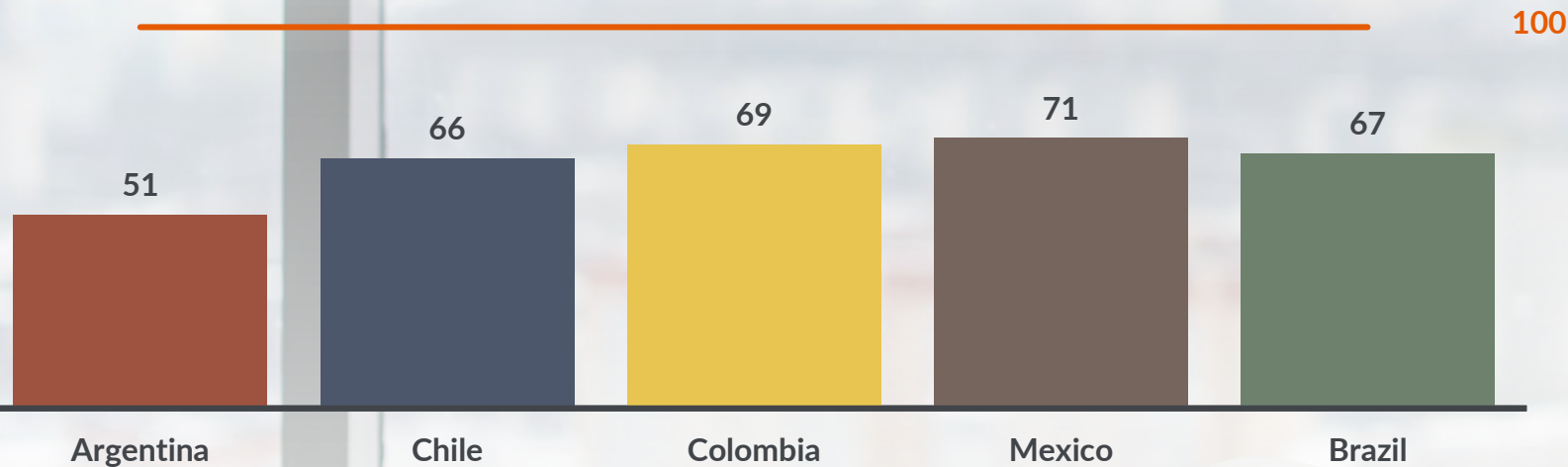
BOTTOM categories: Automotive

15 June –12 July 2020 vs pre-lockdown



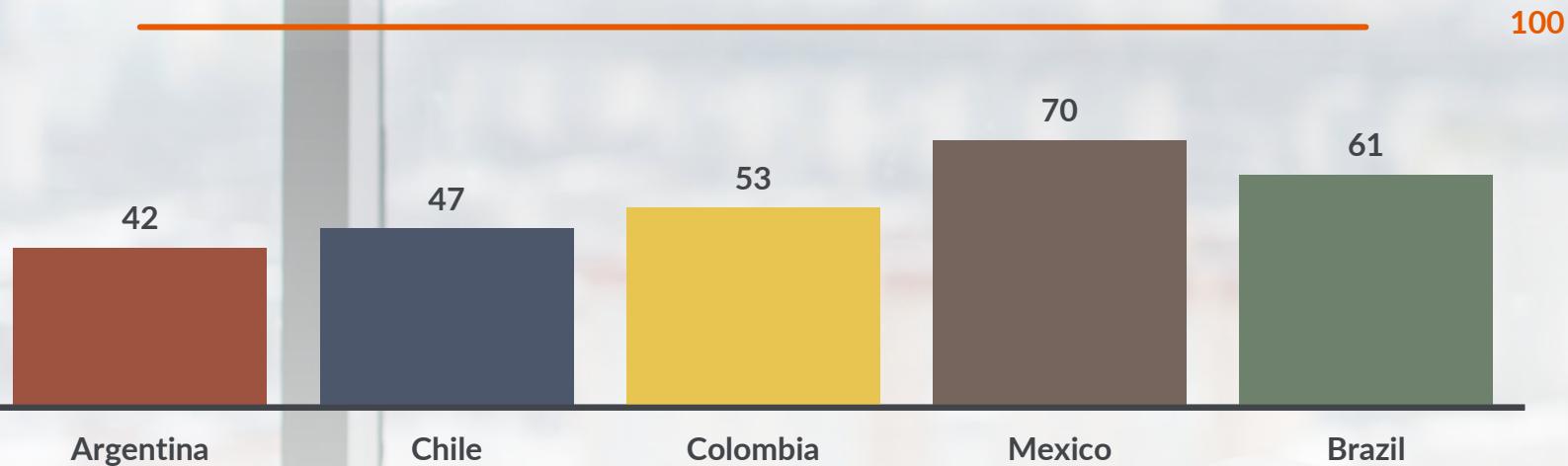
BOTTOM categories: Sports

15 June –12 July 2020 vs pre-lockdown



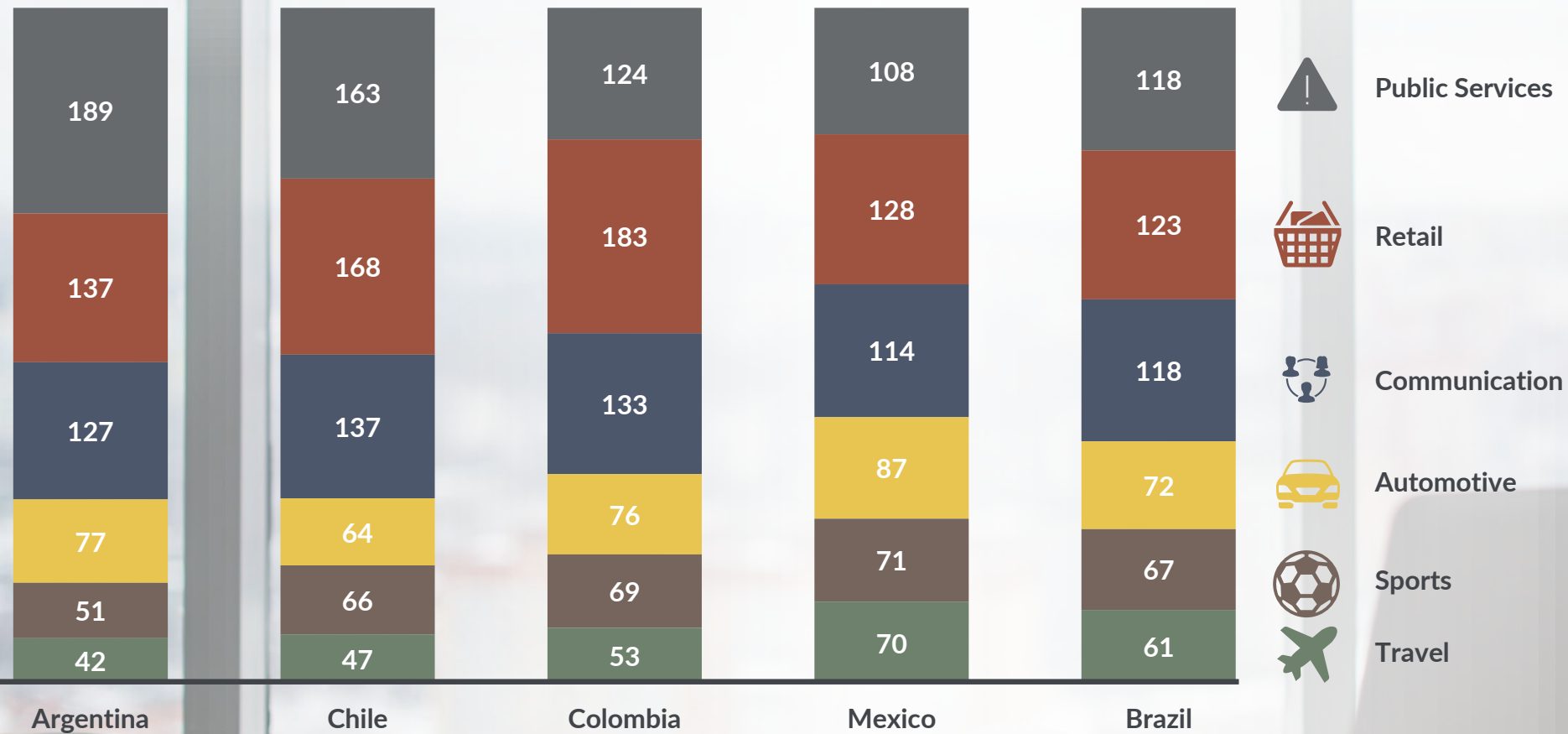
BOTTOM categories: Travel

15 June –12 July 2020 vs pre-lockdown



Online usage: Latin America snapshot

15 June –12 July 2020 vs pre-lockdown



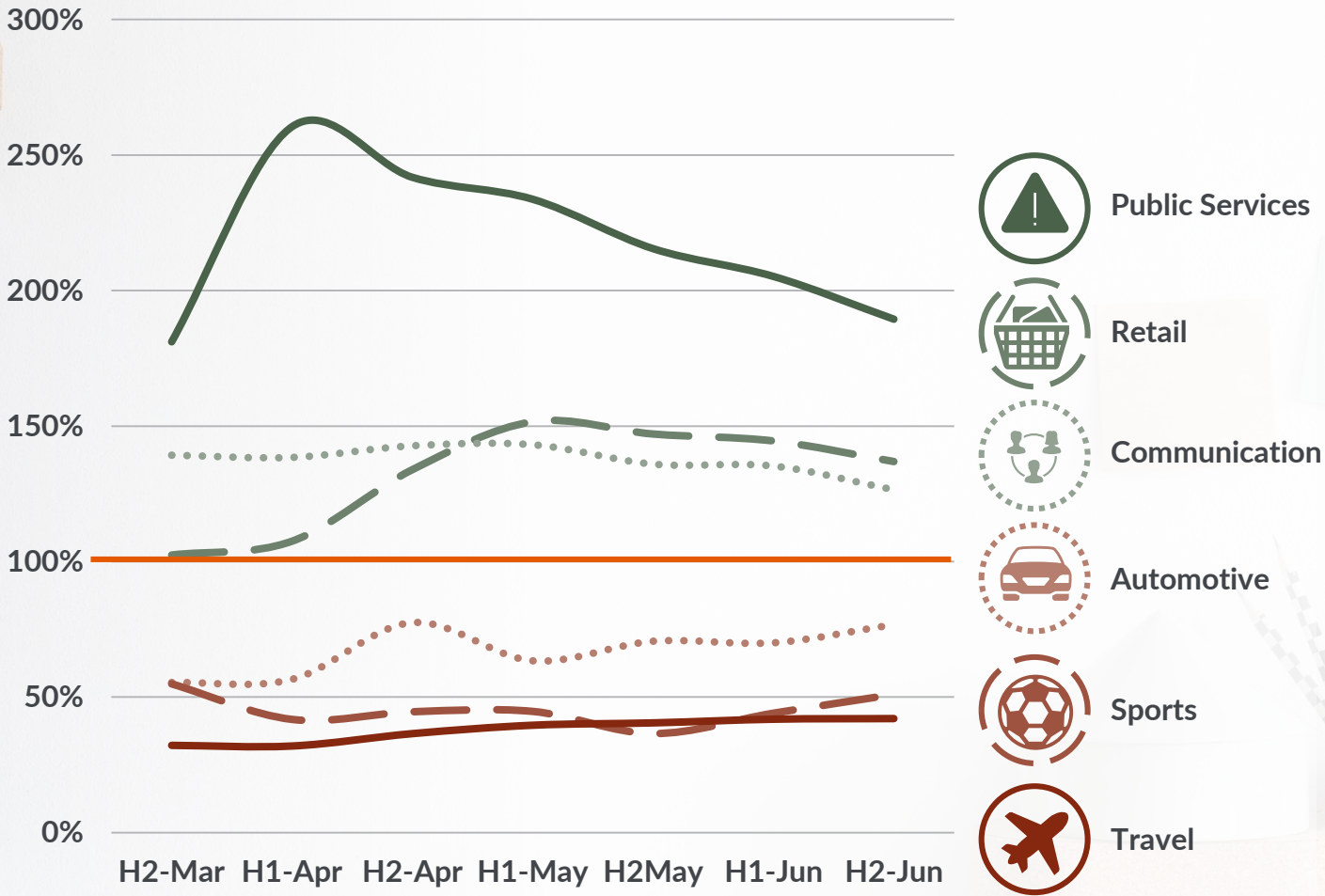
Changes in online behavior over time

Which categories of online use have increased and decreased the most?

	Period 1 (H2 March)	Period 2 (H1 April)	Period 3 (H2 April)	Period 4 (H1 May)	Period 5 (H2 May)	Period 6 (H1 June)	Period 7 (H2 June)
Argentina 18+	19-Mar-20 to 31-Mar-20	01-Apr-20 to 19-Apr-20	20-Apr-20 to 03-May-20	04-May-20 to 17-May-20	18-May-20 to 31-May-20	01-Jun-20 to 14-Jun-20	15-Jun-20 to 12-Jul-20
Chile 18+	19-Mar-20 to 31-Mar-20	01-Apr-20 to 19-Apr-20	20-Apr-20 to 03-May-20	04-May-20 to 17-May-20	18-May-20 to 31-May-20	01-Jun-20 to 14-Jun-20	15-Jun-20 to 12-Jul-20
Colombia 18+	25-Mar-20 to 31-Mar-20	01-Apr-20 to 19-Apr-20	20-Apr-20 to 03-May-20	04-May-20 to 17-May-20	18-May-20 to 31-May-20	01-Jun-20 to 14-Jun-20	15-Jun-20 to 12-Jul-20
Mexico 18+	21-Mar-20 to 31-Mar-20	01-Apr-20 to 19-Apr-20	20-Apr-20 to 03-May-20	04-May-20 to 17-May-20	18-May-20 to 31-May-20	01-Jun-20 to 14-Jun-20	15-Jun-20 to 12-Jul-20
Brazil 18+	04-Mar-20 to 31-Mar-20	01-Apr-20 to 19-Apr-20	20-Apr-20 to 03-May-20	04-May-20 to 17-May-20	18-May-20 to 31-May-20	01-Jun-20 to 14-Jun-20	15-Jun-20 to 12-Jul-20

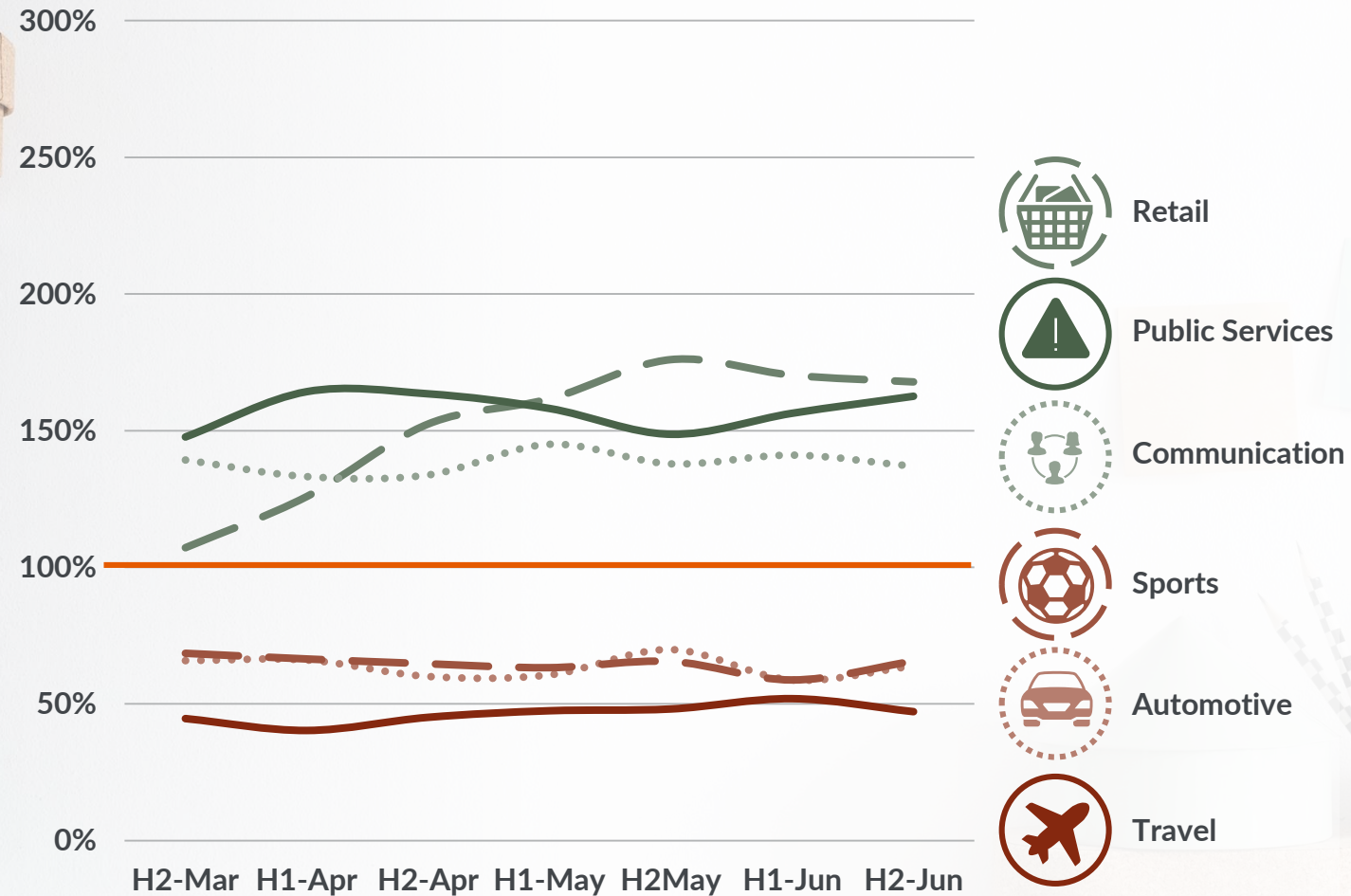
Changes in online behavior over time – Argentina

Highest and lowest indexing categories post lockdown



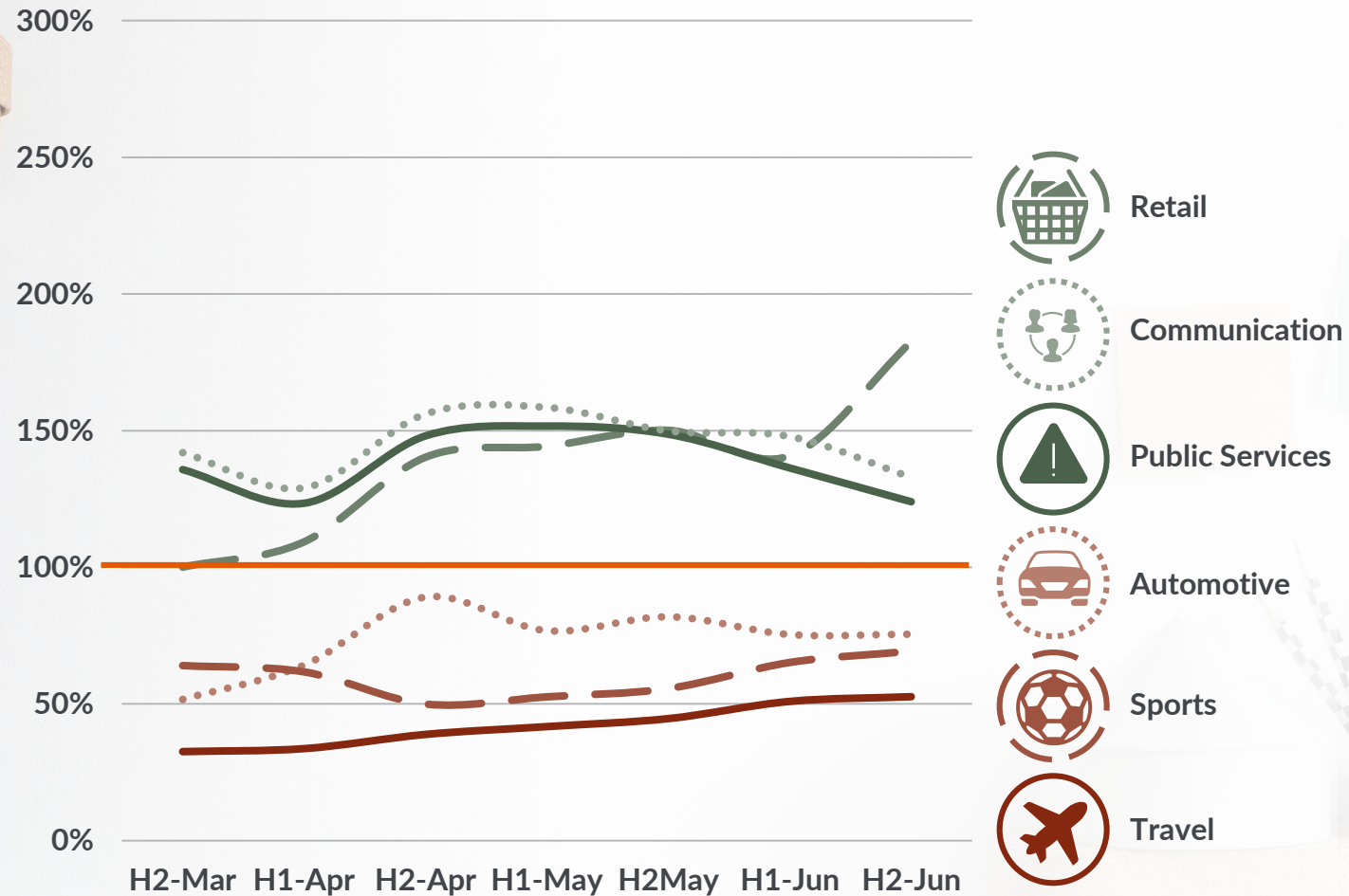
Changes in online behavior over time – Chile

Highest and lowest indexing categories post lockdown



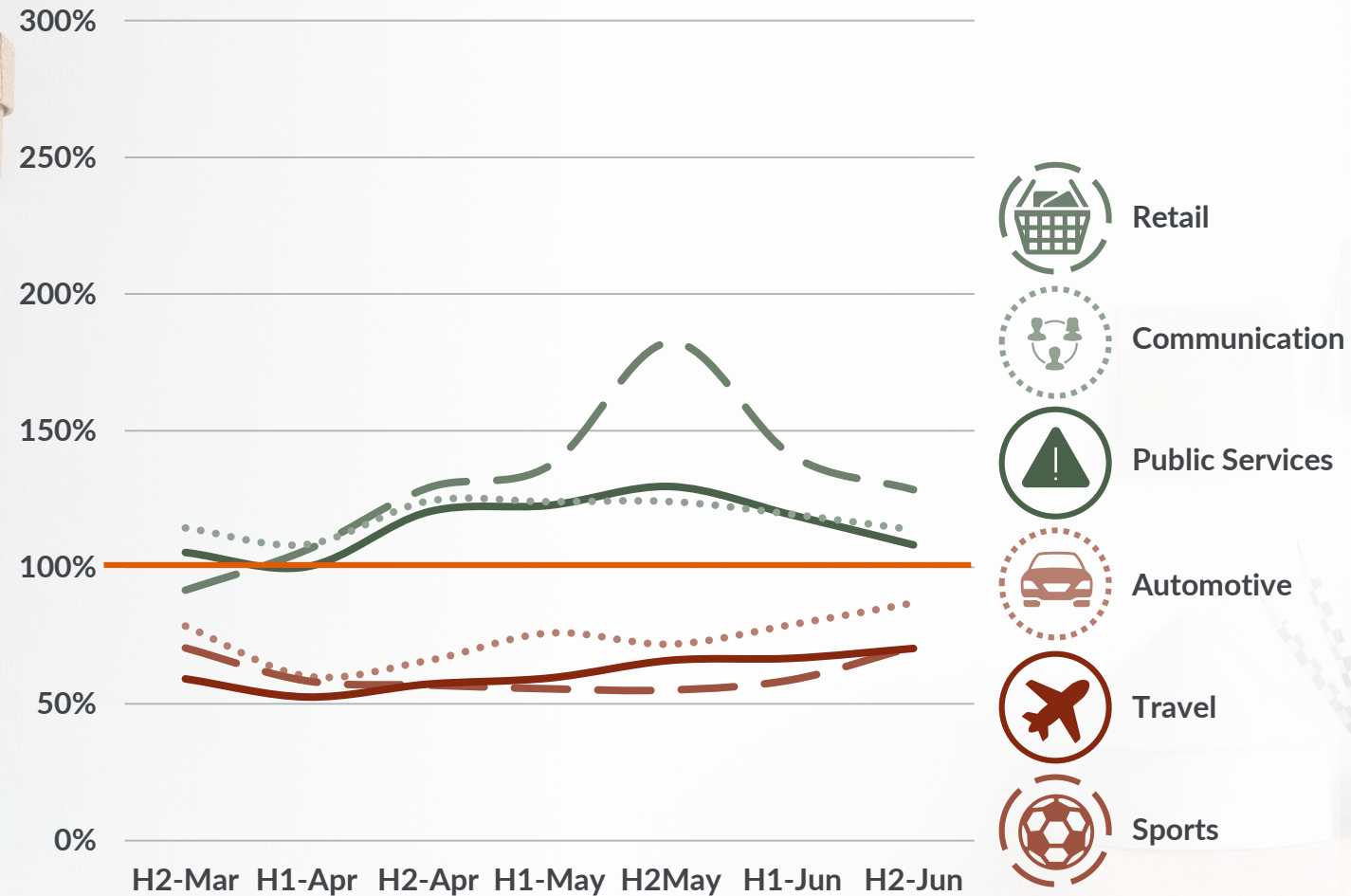
Changes in online behavior over time – Colombia

Highest and lowest indexing categories post lockdown



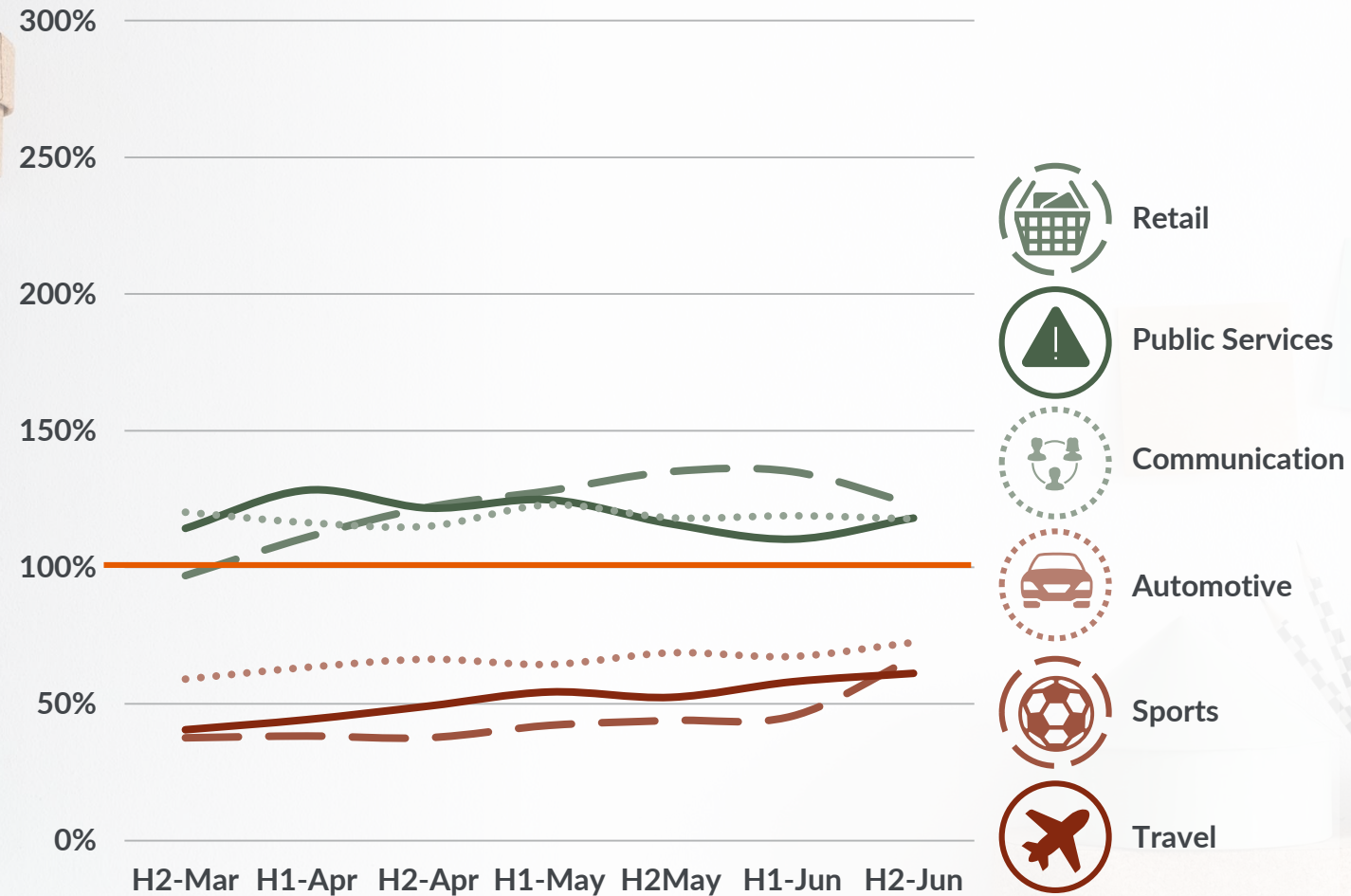
Changes in online behavior over time – Mexico

Highest and lowest indexing categories post lockdown



Changes in online behavior over time – Brazil

Highest and lowest indexing categories post lockdown





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For more info contact
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