


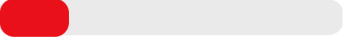
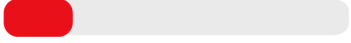




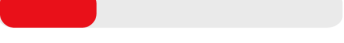
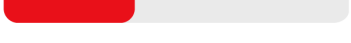

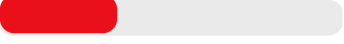
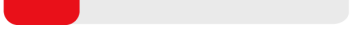

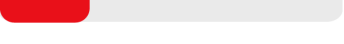
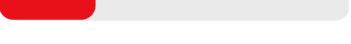
# Latin America poised for standout digital ad spending and ecommerce sales growth

Article

**The news:** Latin America will outpace the world in digital ad spending and ecommerce sales gains this year, as both metrics rise by double digits.

# Ecommerce and Digital Advertising Growth in Latin America Will Outpace Worldwide Growth in 2023

% change

Country	Retail ecommerce sales*	Digital ad spending**
 Worldwide	10.4% 	10.5% 
 Regional	15.4% 	14.0% 
 Argentina	14.0% 	19.2% 
 Brazil	17.0% 	11.3% 
 Mexico	13.5% 	14.5% 

Note: \*includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; \*\*includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS, and P2P messaging-based advertising

Source: eMarketer, Q4 2022

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eMarketer | InsiderIntelligence.com

**Changing search habits:** In much of the region, search engines have been supplanted by retailers' websites as the starting point to find deals—a trend that doesn't bode well for Google.

- In Brazil, for example, a report from Opinion Box and Americanas Advertising showed digital buyers preferred retailer brand websites over search engines by a margin of 62% to 50% when hunting for deals.

**The physical store as an ad vehicle:** [Our report](#) concludes reliance on search engines and linear TV will wane as Latin American marketers invest in ad formats that are likely to deliver higher returns.

- Brick-and-mortar will be retail media's next frontier as in-person shopping returns and the pandemic fades. Retailers like **Walmex** and **Cencosud** are turning their physical stores into media assets, allowing brands to place ads on digital screens, shopping carts, and even in parking lots.

**Opportunity for Netflix:** Economic turmoil could open a door for **Netflix**—Latin America's most popular streaming service—to gain more customers for its ad-supported offering.

- Though most of Netflix's subscribers in Latin America prefer ad-free services, its biggest opportunity lies with the region's lower and middle classes. These two cohorts have been pummeled by higher prices and lower disposable income.

**Go further:** *For more on changes that are likely to come south of the border, read our report, [Latin America Trends to Watch for 2023](#).*