

# The next major challenge for grocery, marketers' social strategies, and Reels gets ads

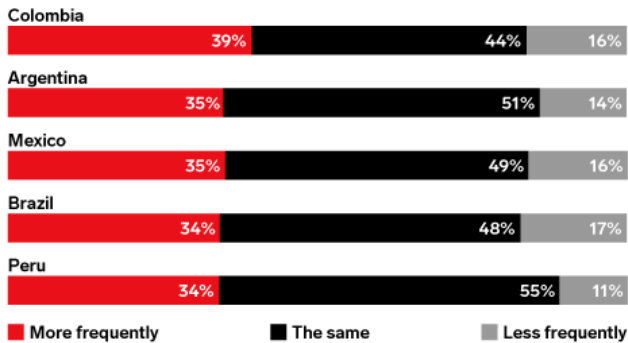
Audio

On today's episode, we discuss mobile devices' role in online grocery, how consumers' physical and digital shopping worlds are colliding, and the next major challenge for grocers.

We then talk about marketers' social strategies, why Facebook is risking scrutiny to launch an Instagram for kids, and what to make of Reels getting ads. Tune in to the discussion with vice president of marketing Camilo Reina Ramirez and marketing director Lina Toledo of Grupo Éxito and eMarketer senior analyst at Insider Intelligence Jasmine Enberg.

**Frequency with Which Internet Users in Select Countries in Latin America Will Make Digital Grocery Purchases in Light of the Coronavirus Pandemic, March 2020**

% of respondents in each group



Note: ages 18+; numbers may not add up to 100% due to rounding  
 Source: DDB Argentina, DDB Colombia, DDB México, and DDB Latina, "Los latinoamericanos en tiempos de Coronavirus," June 12, 2020

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