

**#MasterTheCrisis**

# Changes in online behavior across Latin America

**May 2020**



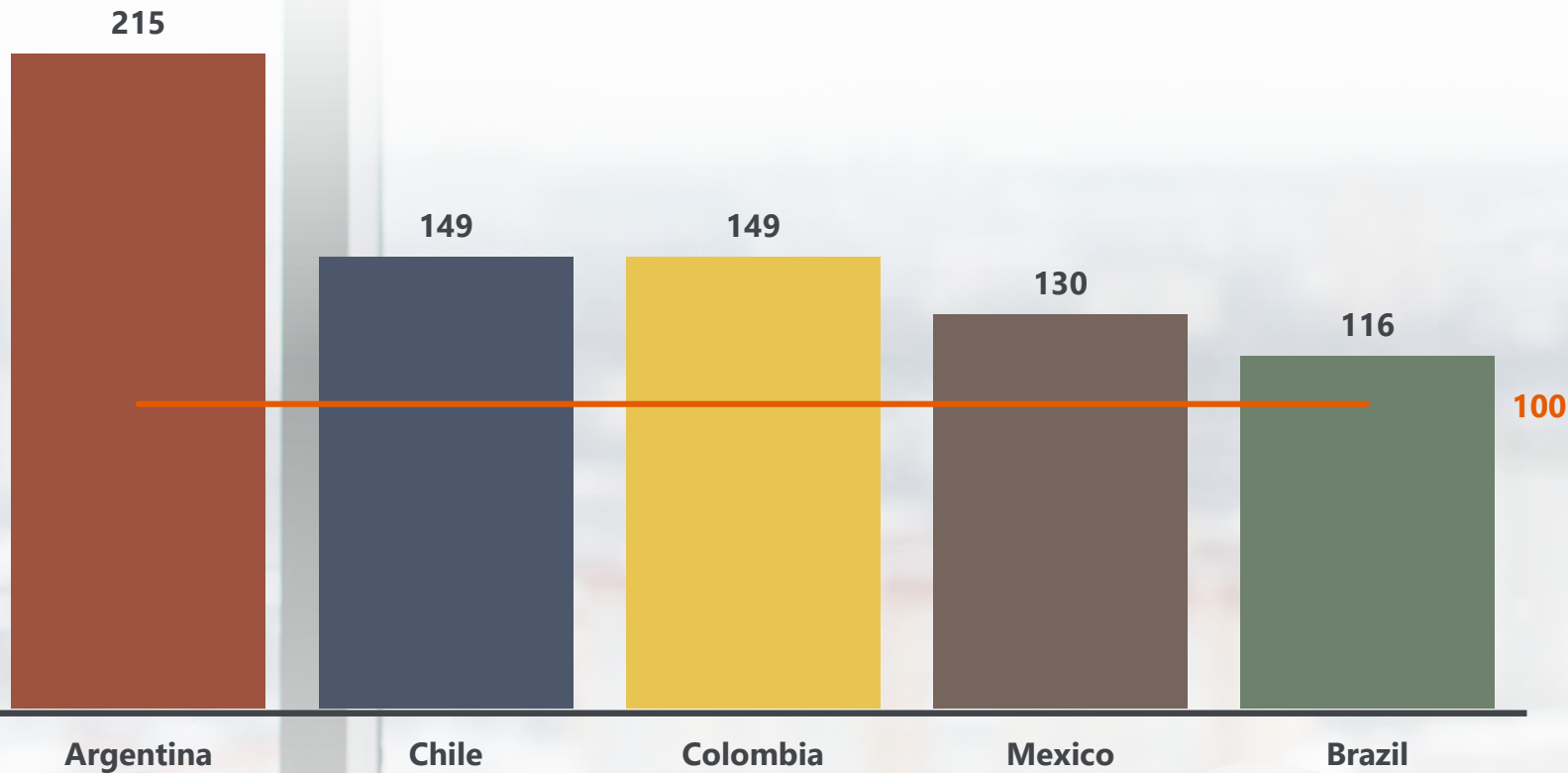
# Online usage Index

**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 (18–31 May)
- Index figures. An index of 100 shows no increase or decrease
- **Argentina 18+**
- **Chile 18+**
- **Colombia 18+**
- **Mexico 18+**
- **Brazil 18 +**

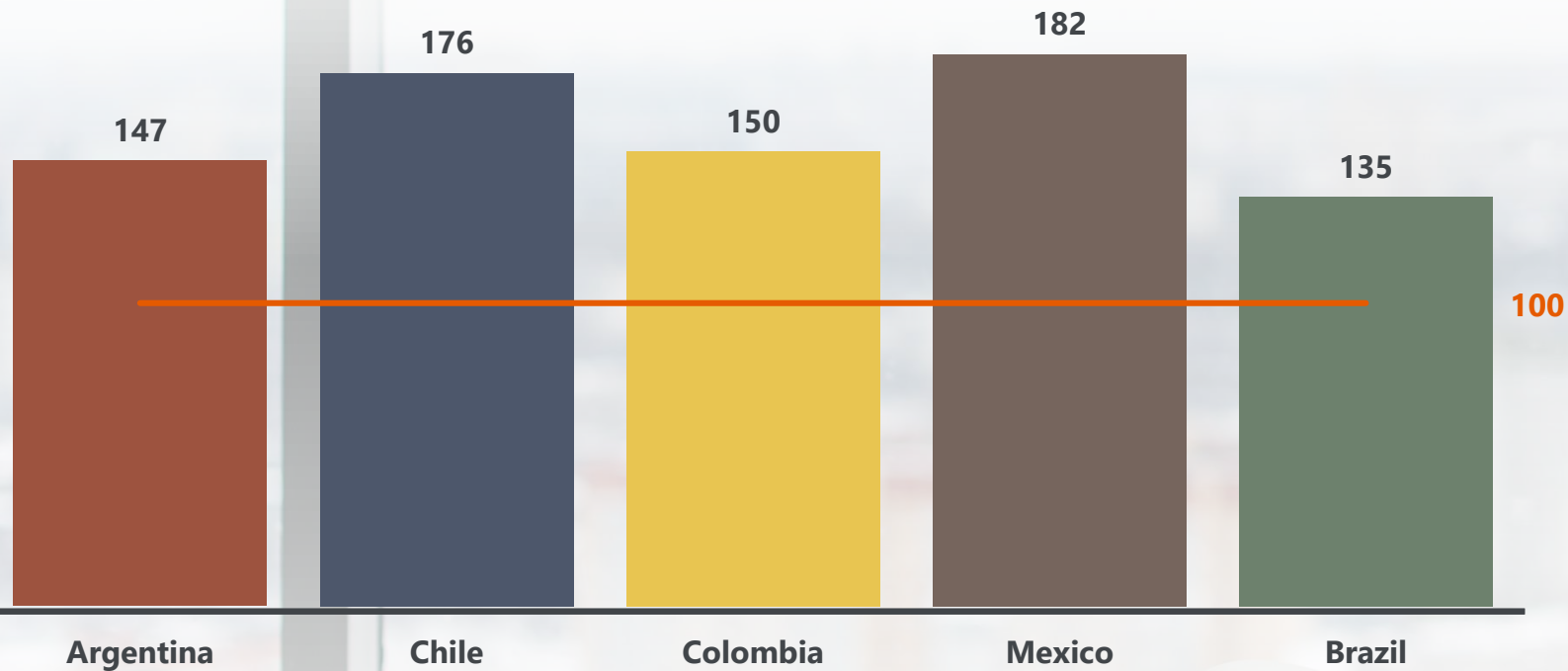
# TOP categories: Public Services

18-31 May 2020 vs pre-lockdown



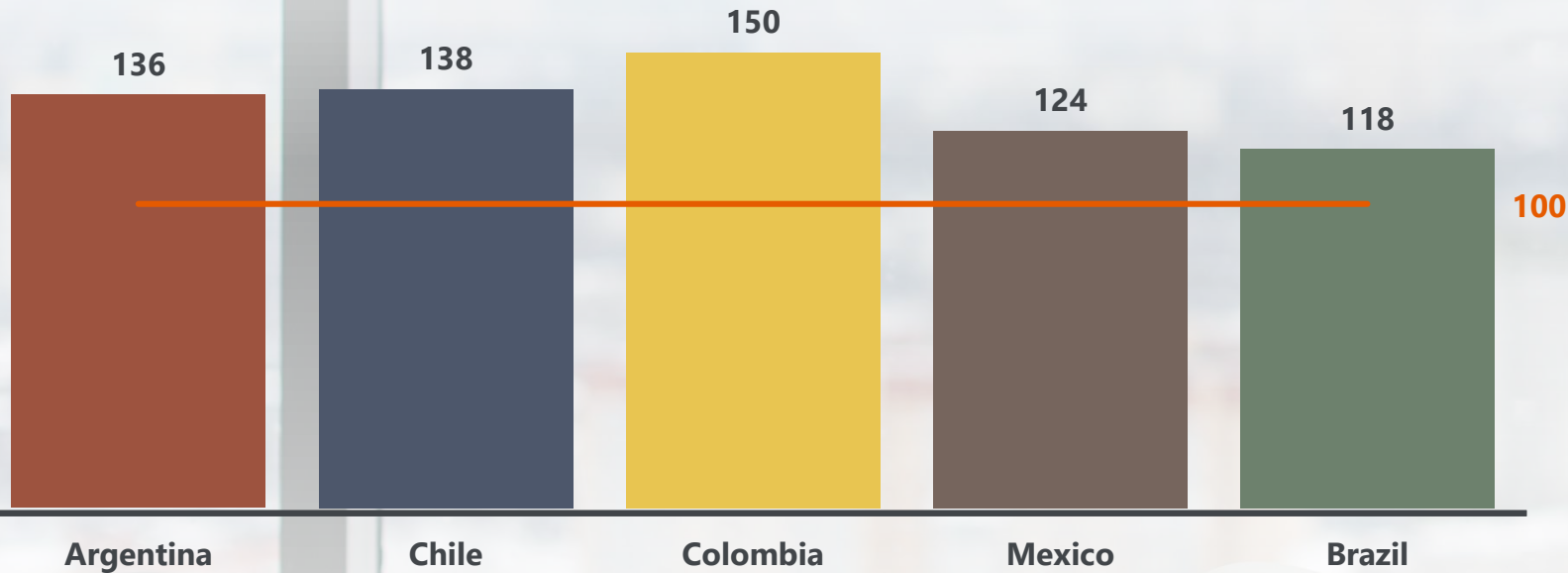
# TOP categories: Retail

18-31 May 2020 vs pre-lockdown



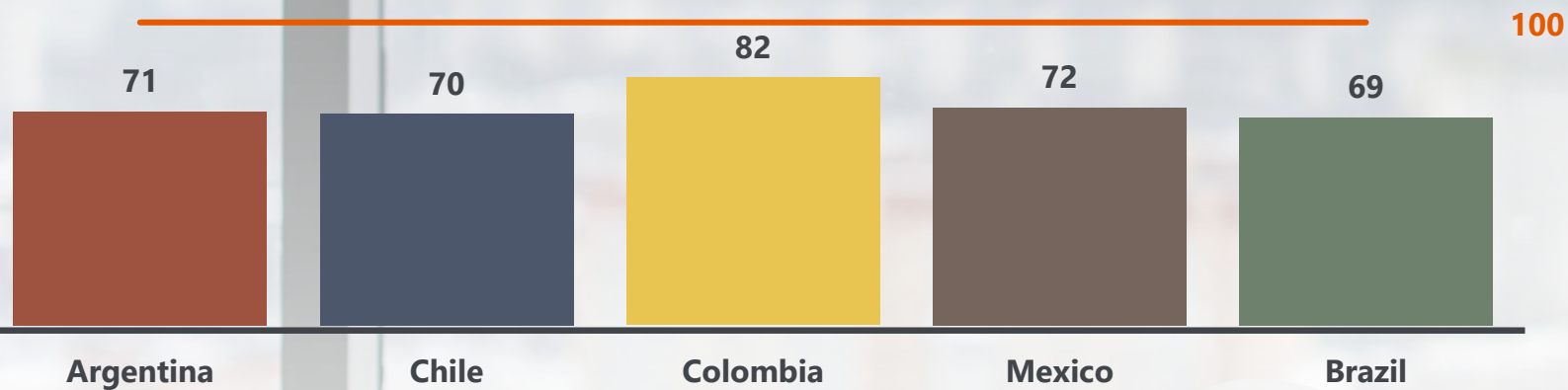
# TOP categories: Communication

18-31 May 2020 vs pre-lockdown



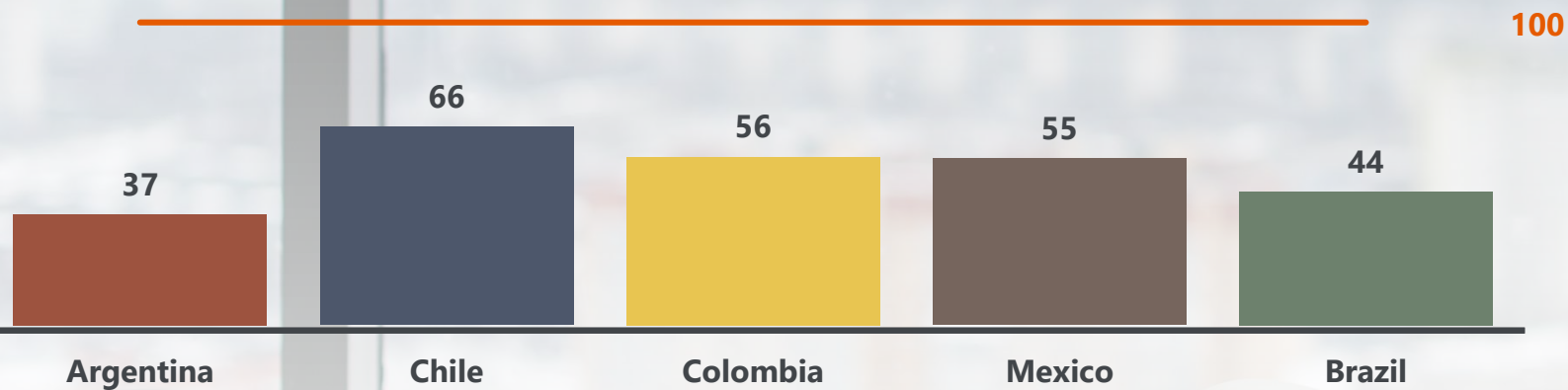
# BOTTOM categories: Automotive

18-31 May 2020 vs pre-lockdown



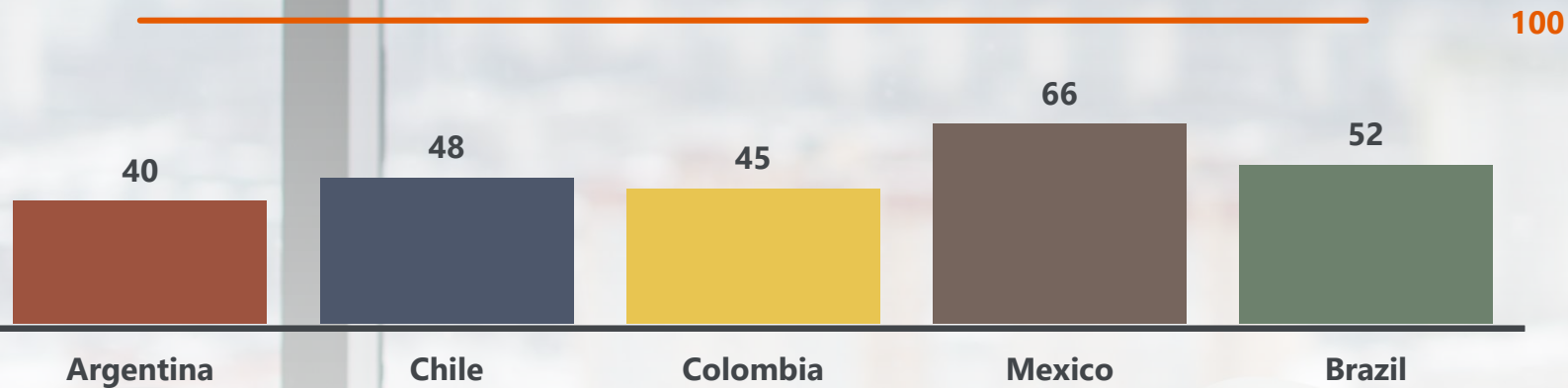
# BOTTOM categories: Sports

18-31 May 2020 vs pre-lockdown



# BOTTOM categories: Travel

18-31 May 2020 vs pre-lockdown

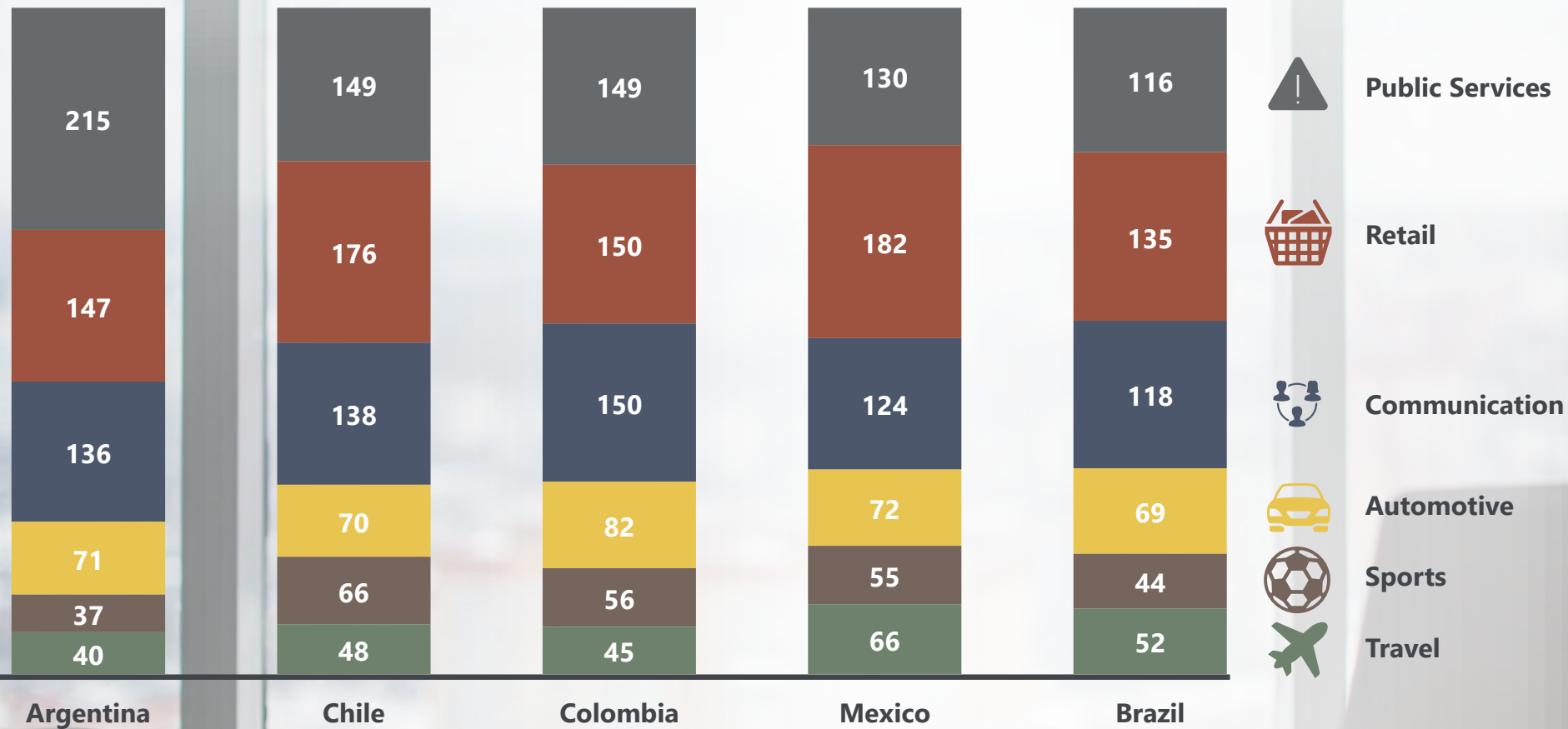




# Online usage: Latin America snapshot



18-31 May 2020 vs pre-lockdown



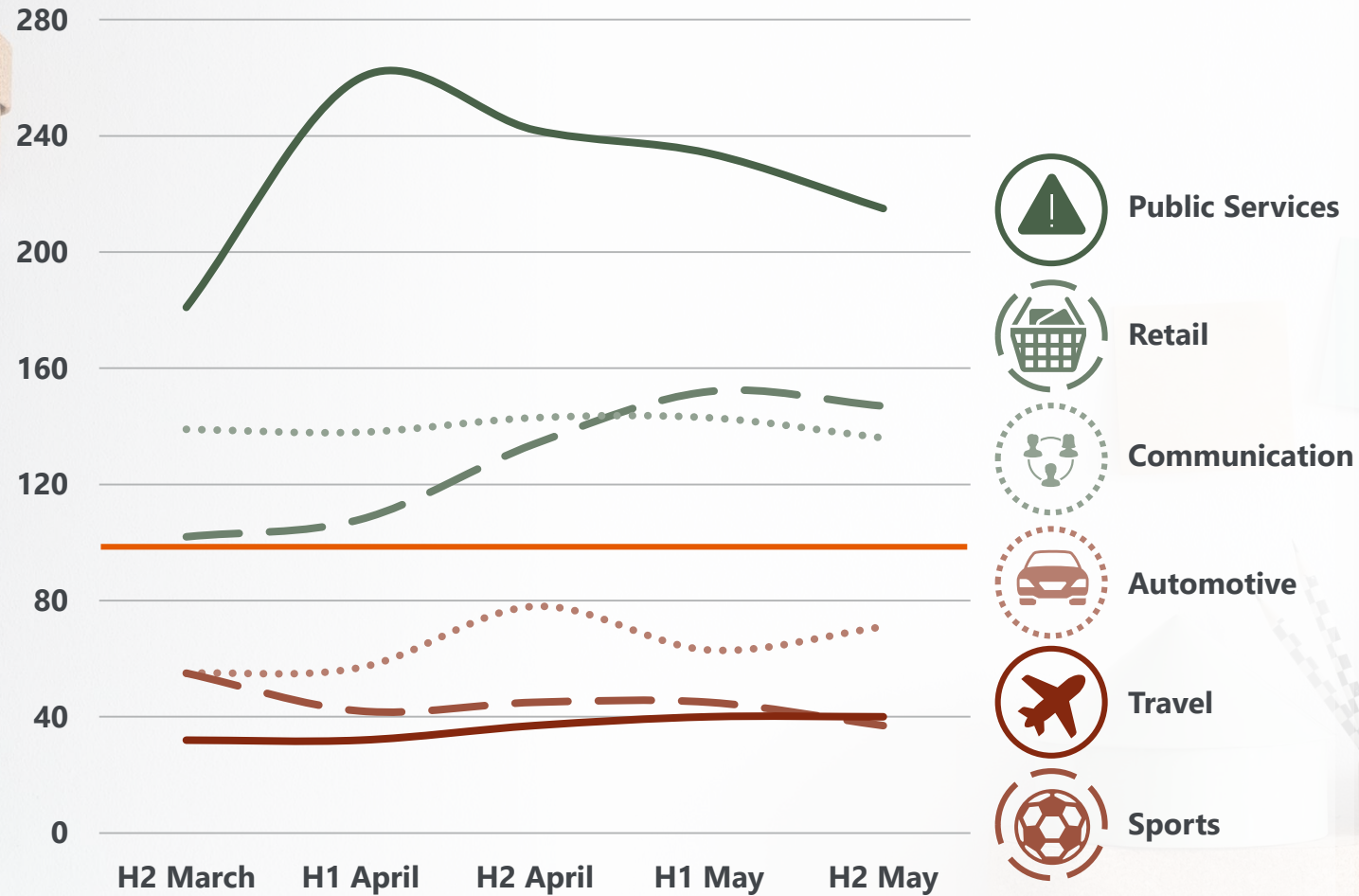
# Changes in online behavior over

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)
<b>Argentina 18+</b>	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
<b>Chile 18+</b>	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
<b>Colombia 18+</b>	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
<b>Mexico 18+</b>	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
<b>Brazil 18+</b>	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

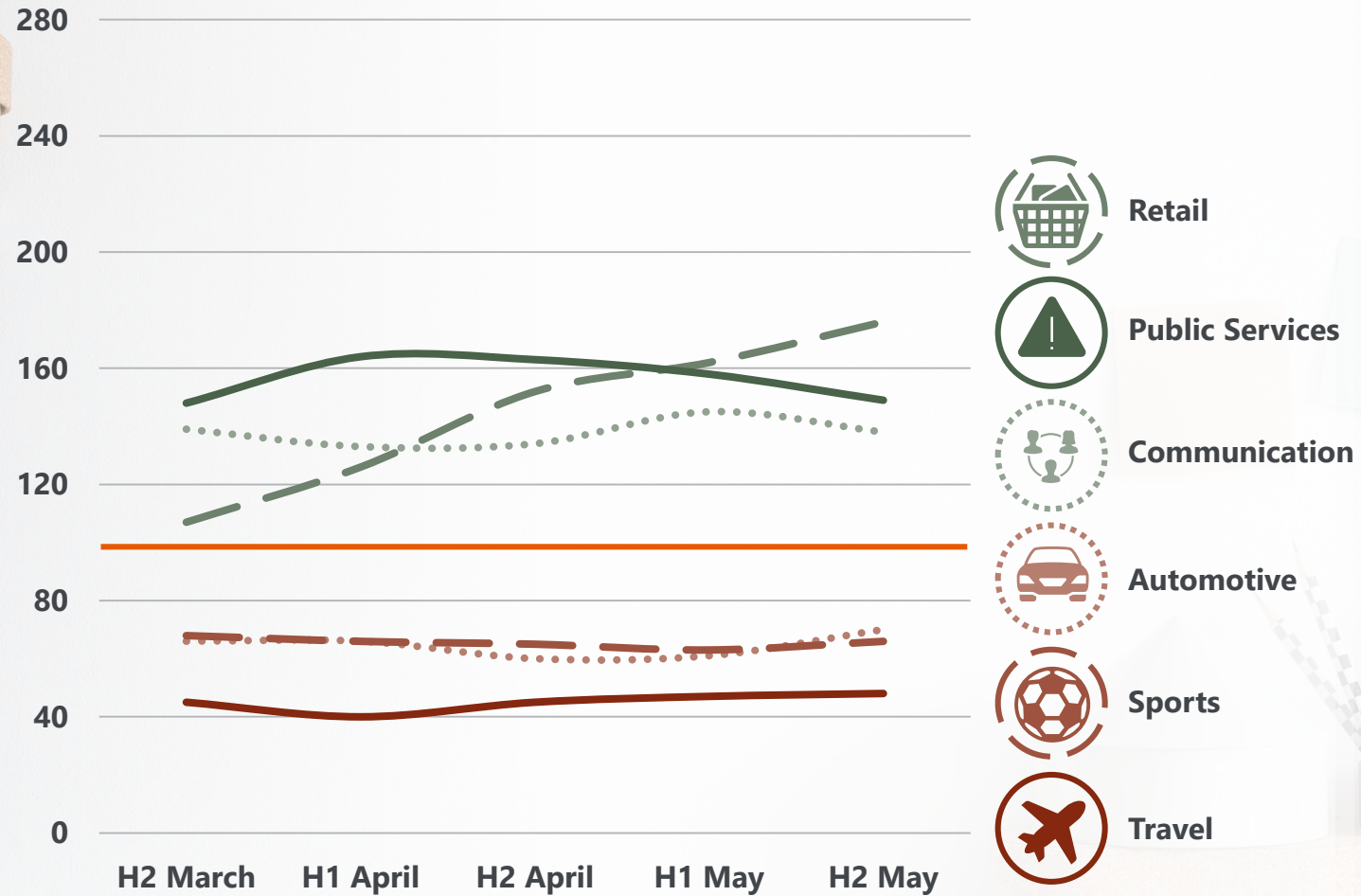
# Changes in online behavior over time – Argentina

Highest and lowest indexing categories post lockdown



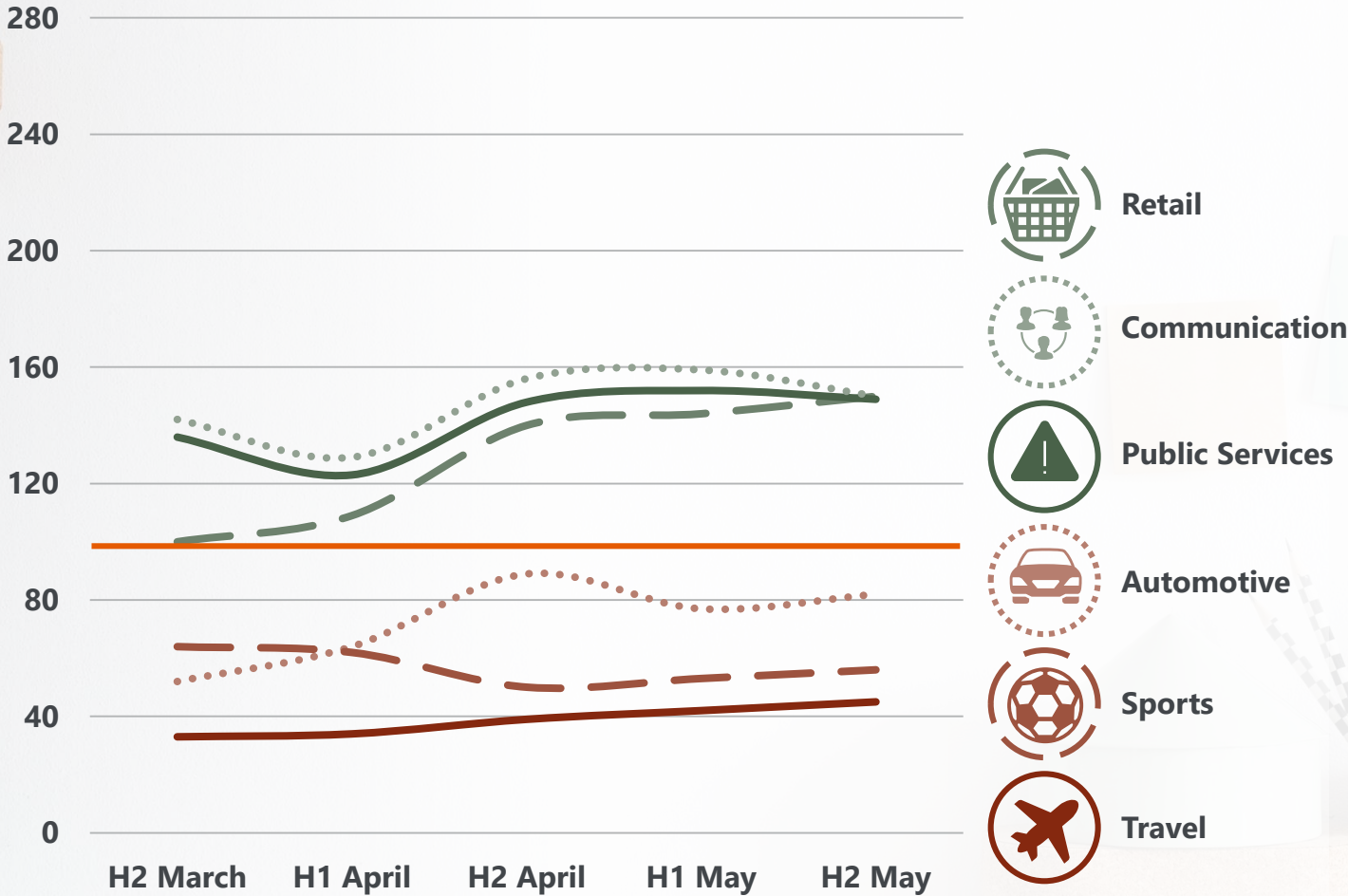
# Changes in online behavior over time – Chile

Highest and lowest indexing categories post lockdown



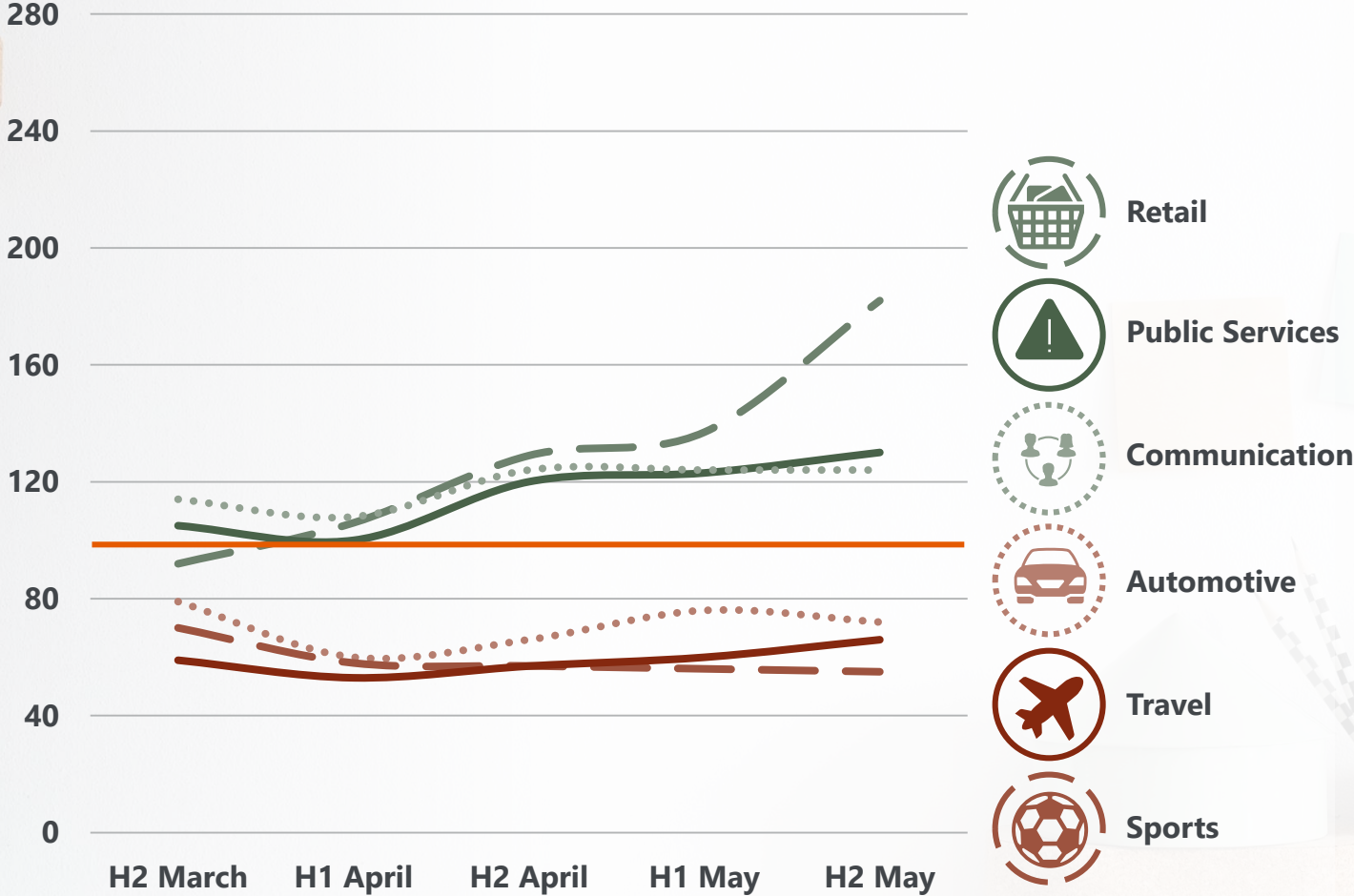
# Changes in online behavior over time – Colombia

Highest and lowest indexing categories post lockdown



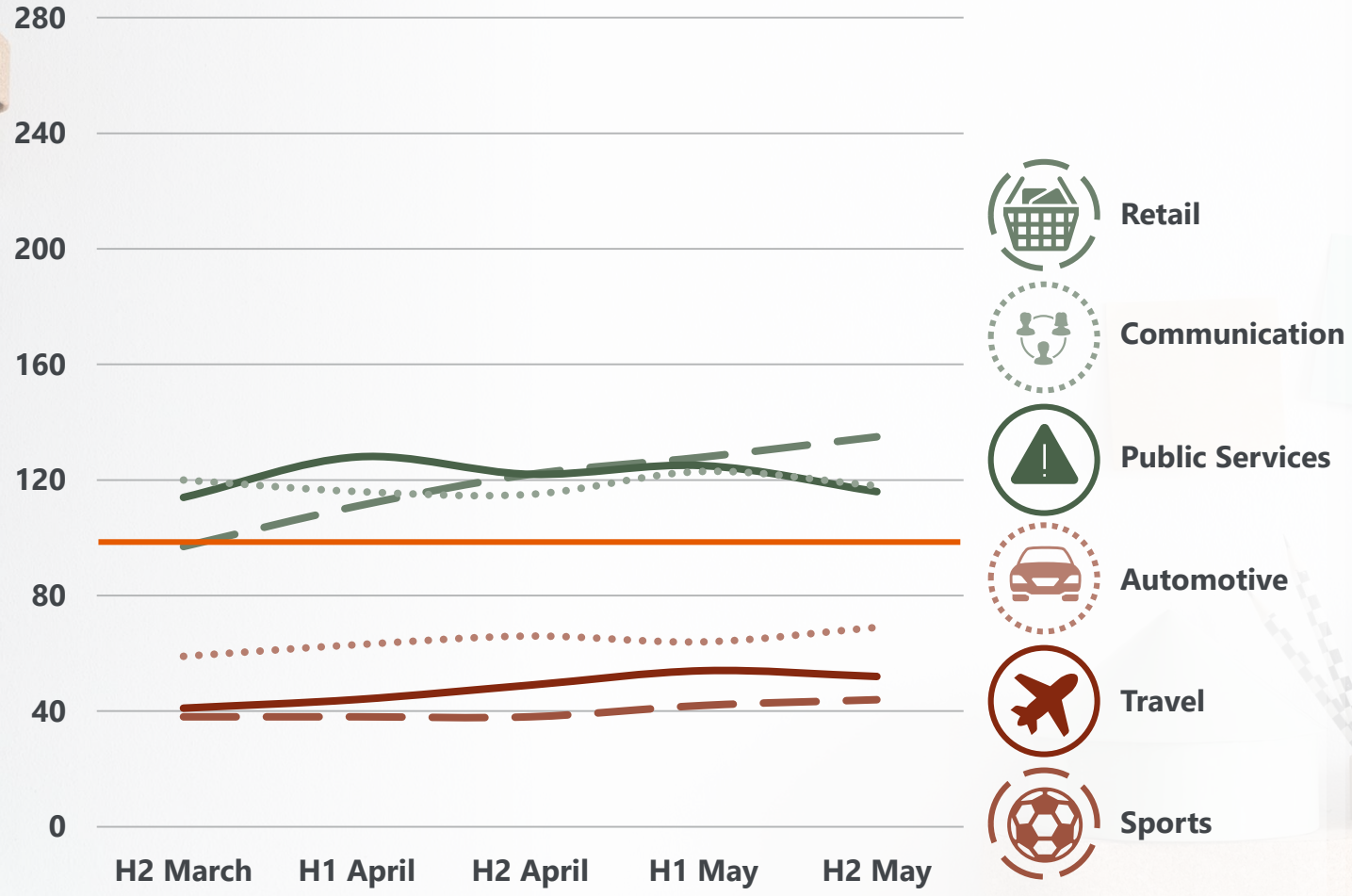
# Changes in online behavior over time – Mexico

Highest and lowest indexing categories post lockdown



# Changes in online behavior over time – Brazil

Highest and lowest indexing categories post lockdown



The background of the slide is a photograph of a clean, modern desk. On the left, a white shelf holds a vintage camera and a cork box. Below it, a white pot with a succulent sits on a wooden tray next to a stack of notebooks and sticky notes. In the center, a laptop is open. On the right, a desk organizer holds pens, pencils, and scissors, with more sticky notes pinned to the wall behind it.

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