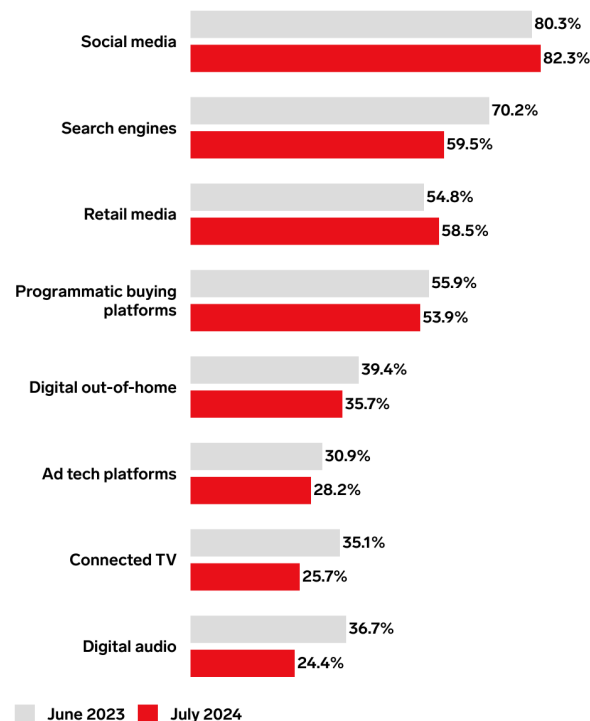


Latin America Marketing and Retail Media Trends Survey 2024

- **Economic, political, and technological disruptions are top concerns for advertisers.** Inflation worries have eased across the region, including Argentina. However, the rise of AI and intensifying competition from abroad, particularly from Chinese companies, will affect ad spending decisions heading into 2025.
- **Advertisers embrace a digital-first approach to ad spending.** Traditional mediums and legacy digital formats continue to lose ground. Ad buyers increasingly favor video-first platforms like TikTok and retail media networks (RMNs) over traditional search engines like Google.
- **Retail media spending shows no signs of slowing.** While Amazon remains the most well-known retail media solution in Latin America, regional players like Mercado Libre, Rappi, and Cencosud have experienced strong growth in brand awareness and purchase intent among retail media ad buyers.
- **Ad buyers consider RMNs to be an effective ad channel, but challenges persist.** Advertisers continue to struggle with measurement, attribution, and a lack of industry standardization. Creative limitations and data-sharing inefficiencies further prevent RMNs from delivering more seamless ad campaigns.
- **Retail media offers a path for incremental growth.** Technologies like AI and shoppable video content offer new growth avenues, while vast troves of first-party data are becoming an attractive alternative for advertisers amid uncertainty over the future of third-party cookies.

Paid Media Channels Ad Buyers in Latin America Will Use to Place Digital Ads, June 2023 & July 2024
% of respondents



Note: June 2023 n=188; July 2024 n=373; who directly work with, or support, the Latin American market, and are contributors in the ad-buying process at their company; in the next 12 months
Source: EMARKETER Survey, "Latin America Marketing and Retail Media Trends 2024" conducted in collaboration with the local Interactive Advertising Bureaus in Latin America, Aug 2024

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