the new standard

Social Media and Influencer Marketing in Latin America 2026:

A TNS Study

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The New Standard (TNS), São Paulo. Rules rechecked on the publication date.
12 November 2026

ARGENTINA BRAZIL CHILE COLOMBIA
ECUADOR MEXICO PANAMA PERU

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The social media landscape in Latin America

WhatsApp or Facebook was the most used of six networks, and X the least, in each of the Reuters Institute's 2025 online samples for Argentina, Brazil, Chile, Colombia, Mexico and Peru (weekly use for any purpose; chapter 01). In the institute's 2026 online samples, Facebook is the network named most for news in five of those six markets, and Instagram in Brazil (chapter 02).



Map: TNS.

How to read this study

What the surveys are. National statistics offices, regulators, survey firms and an international news survey tell us what people say they do online. Each survey has its own age base, period and question. They cannot be compared with each other, and markets must not be ranked against each other on them.

The study in eight findings

1. In the 2025 online samples for Argentina, Brazil, Chile, Colombia, Mexico and Peru, WhatsApp or Facebook was the most used of six networks weekly for any purpose in each market, and X the least. Source: Reuters Institute, Digital News Report 2025, YouGov online samples, fieldwork mid January to end of February 2025; not whole populations (chapter 01).

2. In Argentina, 75% of the institute's 2025 online sample used WhatsApp weekly for any purpose, followed by YouTube (65%), Facebook (62%) and Instagram (61%). Source: as finding 1; online sample of 2,014 people (chapter 01).

3. In Mexico, among users of social networks or messaging aged 7+: WhatsApp 75%, Facebook 68%; in rural areas, Facebook 70%, WhatsApp 69%. Source: IFT, ENCCA 2024, face to face interviews with 8,750 people aged 7+, 23 April to 3 June 2024 (chapter 01).

4. In Peru, 98.6% of users of instant communication platforms used WhatsApp at the close of 2025. Source: OSIPTEL, Erestel 2025, released 1 June 2026; the release gives no sample (chapter 01).

5. In Colombia, 35% of the institute's 2026 online sample report getting news from news-focused creators or influencers weekly, 40% among 18 to 24 year olds. Source: the institute's Digital News Report 2026, Colombia page (16 June 2026); an online sample surveyed by YouGov, not all Colombians (chapter 02).

6. Chile's tax office identified more than 31,000 taxpayers who met its classification of influencer or content creator in the 2025 income tax season (an administrative count, not a census). Source: SII, Chile's tax office, 13 October 2025; not a count of all creators in Chile, nor of people who filed or paid tax (chapter 03).

7. In Brazil, 84% of internet users aged 11 to 17 saw content promoting products or brands not necessarily identified as advertising. Source: Cetic.br, TIC Kids Online Brasil 2025, face to face interviews with 2,370 people aged 9 to 17, March to August 2025 (chapter 05).

8. Six of the eight markets have a rule or guide written for influencer advertising; Panama has only a bill. Brazil tightened its rules in September 2026: a government order on disclosing paid relationships, in force since late October 2026, and a ban on fixed odds betting and all its advertising, paid creator posts included, which is in force but provisional and challenged in court. Source: TNS reading of the official and issuer texts, rechecked on 12 November 2026; not a ranking and not legal advice (chapter 05).

Internet use, by each country's own count

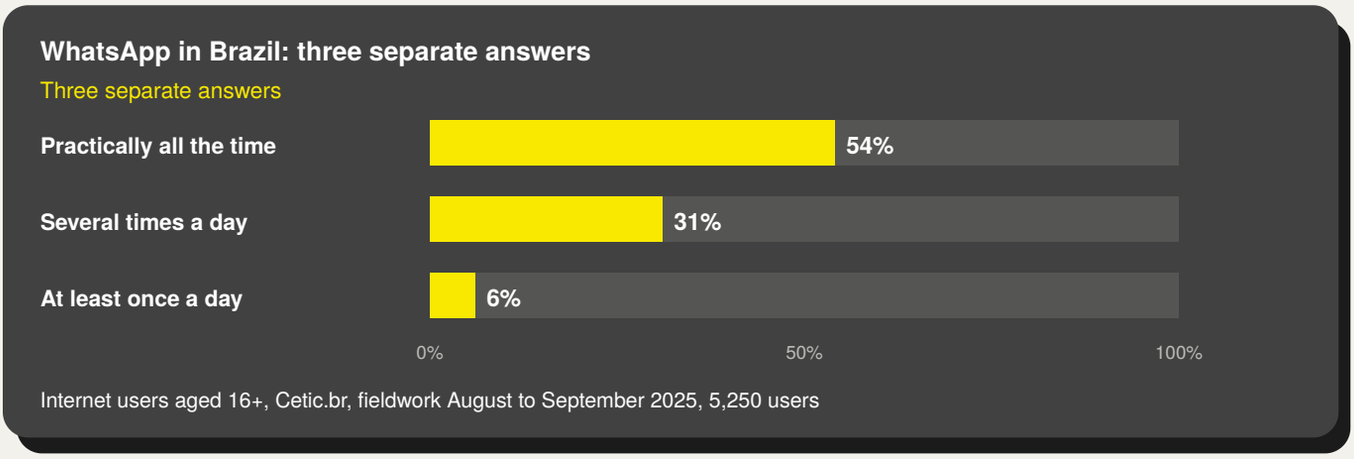
01

- Argentina: 89.7% of people aged 4+ in 31 urban areas used the internet in the fourth quarter of 2024 (INDEC, EPH).
- Brazil: 90.5% of people aged 10+ used the internet in the last three months, in 2025 (IBGE, PNAD Contínua).
- Chile: 89.2% of people aged 16+ said they last used the internet on the day they were surveyed, in 2025 (Subtel).
- Colombia: 82.3% of people aged 5+ used the internet in 2025 (DANE, ECV 2025).
- Ecuador: 80.1% of people aged 5+ had used the internet in the last 12 months, in July 2025 (INEC, ENEMDU).
- Mexico: 86.1% of people aged 6+ used the internet in 2025 (INEGI, ENDUTIH 2025).
- Panama: 68.8% of homes (occupied private dwellings) had fixed or mobile internet access in the 2023 census (INEC, Censos 2023; TNS calculation).
- Peru: 84.2% of people aged 6+ used the internet in April to June 2026, preliminary figures (INEI).

The ages, periods, questions and units differ, so these figures cannot be compared or ranked.

Platforms, survey by survey

Brazil. 54% of Brazilian internet users aged 16+ say they use WhatsApp practically all the time, 31% several times a day and 6% at least once a day. The three are separate answers and must not be added into one total. Source: Cetic.br, Painel TIC Integridade da Informação, released 10 April 2026, fieldwork August to September 2025, 5,250 users.



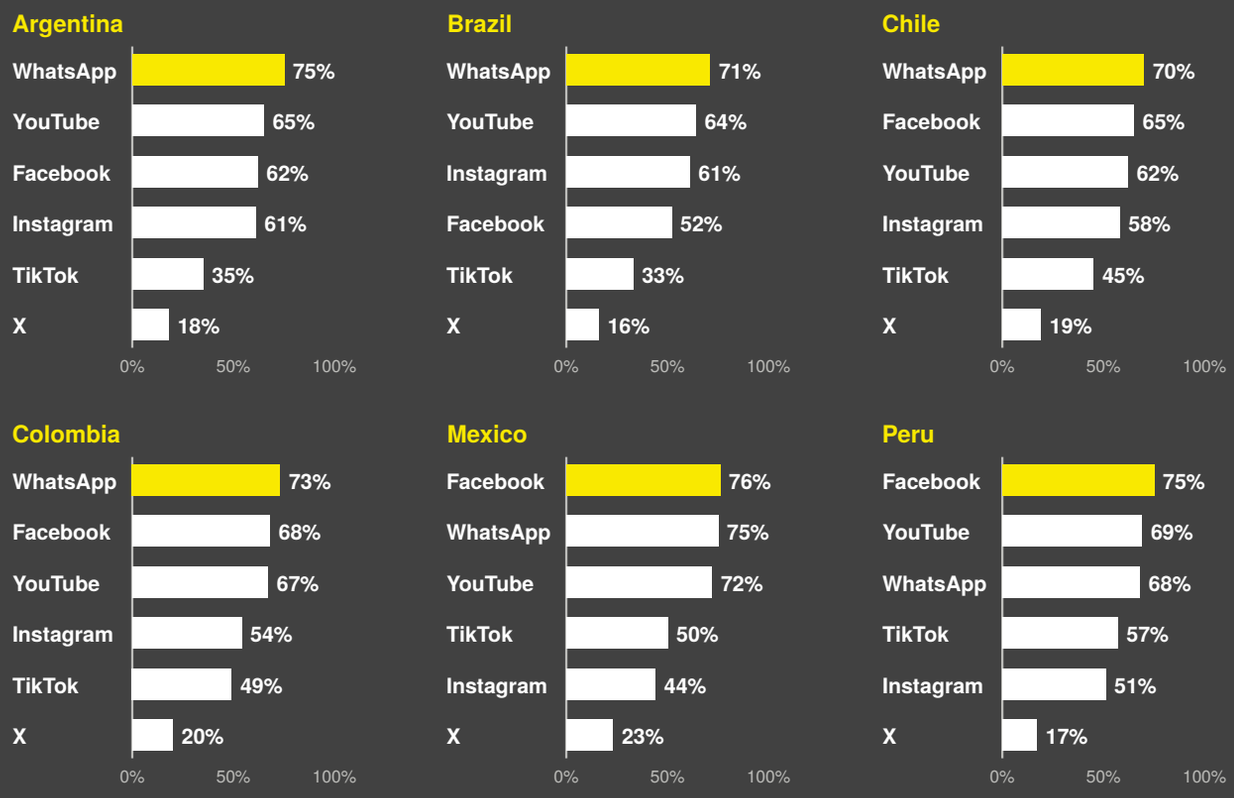
Mexico. Among users of social networks or messaging aged 7+: WhatsApp 75%, Facebook 68%, TikTok 46%, Instagram 30%, YouTube 30%. In rural areas: Facebook 70%, WhatsApp 69%. Source: IFT, ENCCA 2024, face to face interviews with 8,750 people aged 7+, 23 April to 3 June 2024.

Peru. 98.6% of users of instant communication platforms used WhatsApp at the close of 2025 (OSIPTEL, Erestel 2025; the release of 1 June 2026 gives no sample).

Three surveys, with different ages, years and questions: do not rank markets on them. These are survey answers, not audiences sold to advertisers.

In the international news survey's 2025 online samples for Argentina, Brazil, Chile, Colombia, Mexico and Peru, WhatsApp or Facebook was the most used of six networks weekly for any purpose in each market, and X the least.

Weekly use of six networks for any purpose, 2025



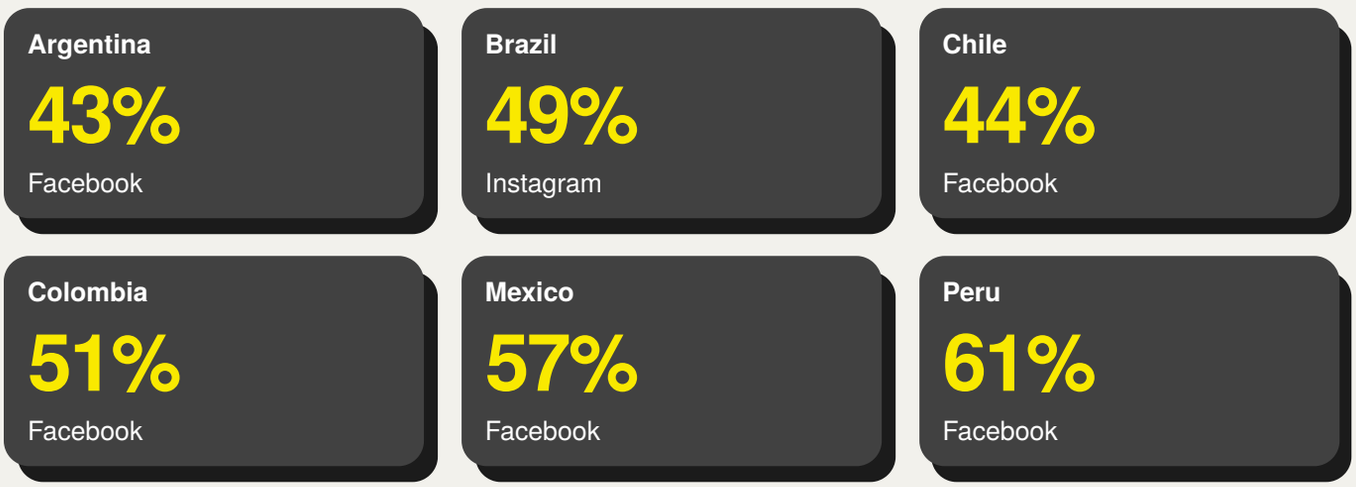
Weekly use for any purpose, YouGov online sample in each market, Reuters Institute Digital News Report 2025, fieldwork mid January to end of February 2025; samples: Argentina 2,014, Brazil 2,006, Chile 2,009, Colombia 2,013, Mexico 2,010, Peru 2,022

Online samples, not whole populations; the six networks in each market's table only. Not audiences sold to advertisers. 2025 weekly use for any purpose: not the same measure or year as the 2026 'for news' figures in chapter 02.

02

Facebook is named most for news in five of the six study markets the survey covers; in Brazil, Instagram

The network named most for news, market by market. Argentina: Facebook, 43%. Brazil: Instagram, 49%. Chile: Facebook, 44%. Colombia: Facebook, 51%. Mexico: Facebook, 57%. Peru: Facebook, 61%. Each is a share of that market's own online sample, listed in alphabetical order: do not rank the markets on them.



Network named most for news, each market's own online sample, Reuters Institute Digital News Report 2026 country pages, 16 June 2026; not of all people.

Brazil: Instagram up 12 points. Peru: TikTok second

49% of Brazil's online sample named Instagram as a network they use for news, up 12 points on a year earlier; WhatsApp follows at 46% (up 10) and YouTube at 42% (up 5). 45% of Peru's online sample named TikTok for news, up 12 points, second only to Facebook at 61%.

News from creators. 33% of Brazil's online sample get content "from creators or influencers who mainly focus on the news". In Colombia's online sample, 35% report getting news from news-focused creators or influencers weekly, 40% among 18 to 24 year olds.

How to read these figures. The survey is run online by YouGov, with quotas for age, gender and region (no education quota in Peru), and online samples tend to under-represent the news habits of older and less affluent people. The institute asked its network questions again in all markets in the second half of March 2026 after a display problem in the original fieldwork, and we did not find the age base or the question wording for these tables. They are not user counts and cannot be compared with the Cetic.br survey.

03

Chile's tax office monitored 31,595 taxpayers as influencers or content creators

Chile: official. 31,595 taxpayers were monitored by the tax office (SII) as influencers or content creators in the 2025 income tax season. Source: SII, 29 September 2025. A tax monitoring count, not a census of creators; the 13,855 influencers who filed returns in the 2026 season are a different measure. Its release of 13 October 2025 rounds this to more than 31,000.

About 20 million creators in Latin America, and about 4.4 million Instagram influencer accounts in Brazil: two estimates

Latin America: an unofficial estimate. About 20 million content creators in Latin America: the unofficial estimate that UNESCO cites. Source: UNESCO, Influencers in Latin America, Discussion Papers No. 33, 2026. UNESCO does not name the source of the estimate. Coverage: Latin America as a whole, not only the eight markets in this study.

Brazil: a vendor estimate. About 4.4 million Instagram accounts in Brazil are ones HypeAuditor classes as influencers, the second highest number worldwide. Source: HypeAuditor, State of Influencer Marketing report, whose cover shows both 2024 and 2026. A vendor estimate, not a census; coverage Brazil only.

These figures come from different methods, years, samples and coverage. They cannot be added up or compared with each other, and markets must not be ranked on them.

Chile, official

31,595

taxpayers monitored by the SII as influencers or content creators, 2025 income tax season

Not a census.

Brazil, vendor estimate

about

4.4 million

Instagram accounts HypeAuditor classes as influencers

Not a census.

Latin America, unofficial estimate UNESCO cites

about

20 million

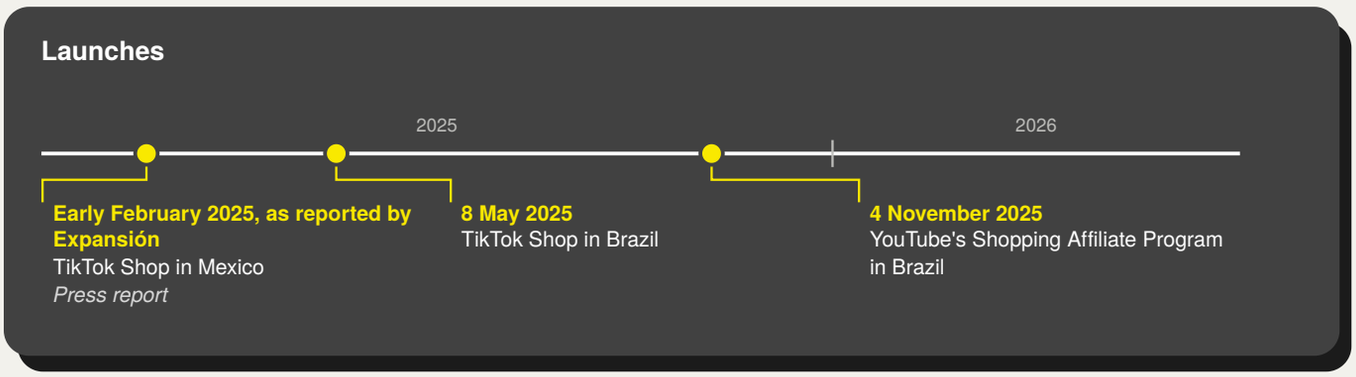
content creators

Not a census.

04

Can people buy inside social apps in Latin America?

Yes, and the launches we checked are in Brazil and Mexico: TikTok Shop launched in Brazil on 8 May 2025 (TikTok Newsroom Brasil) and arrived in Mexico in early February 2025, according to a press report (Expansión, 6 February 2025), and YouTube's Shopping Affiliate Program opened in Brazil on 4 November 2025 (YouTube Official Blog Brasil).



Do people buy what creators recommend?

Brazil: bought on a recommendation. 65% of Brazilian internet users surveyed have bought something after an influencer recommended it. People they know are the most trusted source (74%), with influencers second (Opinion Box and Influency.me, Influenciadores Digitais 2025, 2,000 online interviews, August 2025).

Chile: buying on a creator's word. 33% of adults in Chile have bought a product or service an influencer recommended or promoted, rising to 46% among people who follow influencers (Cadem, Estudio 5C N.121, online panel of 700 adults, fieldwork 10 August 2026, margin of error 3.4 points).

Each of these surveys has its own base, period and question; they cannot be compared with each other, and markets must not be ranked on them.

The rules tighten

05

This chapter summarises public rules; it is not legal advice.

Rules as rechecked on 12 November 2026.

Market by market

- Argentina: industry guide (CONARP 2020) plus consumer and fair trade laws that ban misleading ads; a government rule requires a health warning on all betting ads, kept on screen in influencer posts and live streams (2025, amended 2026); influencer bills not passed.
- Brazil: industry code (CONAR 2026) and a government disclosure order (Ministry of Justice 2026, in force since late October 2026) plus a consumer law saying ads must be recognisable as ads; fixed odds betting and its ads banned by a provisional measure (a temporary order by the President with the force of law) since 25 September 2026, not yet voted by Congress.
- Chile: agency guidance (SERNAC 2022) and an industry code (CONAR Chile 2025), plus a consumer law that bans misleading ads.
- Colombia: agency guidance (SIC 2020) plus a consumer law that bans misleading ads.
- Ecuador: no specific rule or guide for influencer advertising; a consumer law bans misleading and abusive ads.
- Mexico: agency guidance (PROFECO 2023) plus a consumer law requiring ads to be truthful and clear.
- Panama: no influencer rule in force (bill in committee by September 2026); a consumer law requires truthful ads.
- Peru: agency guidance (INDECOPI 2024) plus a fair competition law saying ads must be recognisable as ads.

Brazil: fixed odds betting and its advertising banned since 25 September 2026

Brazil: Provisional Measure (Medida Provisória) 1.394 of 25 September 2026 bans the operation, offer, intermediation and advertising of fixed odds betting in Brazil, as its official summary states. On advertising, it bans all communication, advertising, marketing and sponsorship of fixed odds betting in any physical or digital medium, including any content aimed at the Brazilian public that promotes or eases access to betting "independentemente do formato ou da forma de remuneração" (regardless of the format or form of payment; Article 16), which covers paid creator posts; a breach counts as abusive advertising under the Consumer Code (Article 18). It took effect on publication and gave ten days to remove existing ads and sponsorship signs. It is a provisional measure with the force of law, not yet voted by Congress, and was challenged at the Supreme Court, which had not suspended it as of 12 November 2026; on 8 November 2026 Justice Luiz Fux paused all lower court cases on its validity until the Court rules, a decision the full Court must still confirm.

Status rechecked 12 November 2026.

The labels: local language, and caution with "#ad"

Brazil's industry guide (CONAR, self regulation) lists "#publi" and "#publicidade" and says foreign tags such as "#ad" should be used with caution, because the audience may not understand them. The government agency guides in Mexico (PROFECO) and Peru (INDECOPI) list both "#Ad" and "#Publi" among the references to avoid, and recommend labels such as "#Publicidad". So a short tag accepted in Brazil is one these two guides advise against.

In Brazil, 84% of internet users aged 11 to 17 saw content promoting products or brands "sem, necessariamente, serem identificados como propaganda" (not necessarily identified as advertising), and 61% saw people show products a brand had given them. Source: Cetic.br, TIC Kids Online Brasil 2025, face to face interviews with 2,370 people aged 9 to 17, March to August 2025.

06 WHAT BRANDS SHOULD DO

What brands should do

06

This chapter is TNS's view, drawn from the findings above. It is guidance, not data, and not legal advice.

1. Put the disclosure label in the brief and the contract, in the local language. The guides in Brazil, Mexico and Peru list Portuguese or Spanish labels and advise caution with, or against, English tags such as "#ad" (chapter 05).

2. Check the rules in the week you launch. In one month, September 2026, Brazil issued both a disclosure order and a betting ban, so what we rechecked on 12 November 2026 may have moved by the time you read this (chapter 05).

3. Take extra care with betting content. In Brazil fixed odds betting and its advertising are banned while the provisional measure lasts, and in Argentina a government rule requires a health warning on all betting ads (chapter 05).

Talk to TNS. TNS works with brands across Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Panama and Peru. To plan a creator or communications programme in these markets: https://tnsagency.com/en/#contact.

07 METHOD AND SOURCES

How we built this study

07

Public sources only. Every figure comes from a source named where it appears: national statistics offices, regulators, Brazil's internet research centre Cetic.br, the Reuters Institute, survey firms, vendors, UNESCO, the platforms themselves and official legal texts. TNS ran no survey and publishes no creator counts of its own.

Checks. Figures known only through the press name the outlet and date. Rules were rechecked on 12 November 2026; where an official site refused automated reading that day or was not reopened, we searched for changes, found none and kept the wording read in October 2026. This is not legal advice. All charts are TNS's own.

Cite this study. TNS (2026), "Social Media and Influencer Marketing in Latin America 2026: A TNS Study", tnsagency.com, https://tnsagency.com/en/latam-social-media-influencer-study-2026/.

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