

INNOVACIÓN TECNOLÓGICA

TENDENCIAS Y FALLAS DEL MERCADO



“Siempre sobreestimamos **el cambio** que ocurrirá en los próximos dos años y subestimamos **el cambio** que ocurrirá en los próximos diez años. No te dejes llevar por **la pasividad**”
-Bill Gates

JAN
2020

HONDURAS

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



HONDURAS

TOTAL
POPULATION



9.83
MILLION

URBANISATION:

57%

MOBILE PHONE
CONNECTIONS



8.20
MILLION

vs. POPULATION:

83%

INTERNET
USERS



4.10
MILLION

PENETRATION:

42%

ACTIVE SOCIAL
MEDIA USERS



4.10
MILLION

PENETRATION:

42%



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TOP GOOGLE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH THROUGHOUT 2019



HONDURAS

#	SEARCH QUERY	INDEX
01	HONDURAS	100
02	TRADUCTOR	64
03	FACEBOOK	59
04	DESCARGAR	48
05	VIDEOS	41
06	YOUTUBE	31
07	GOOGLE	29
08	IMAGENES	27
09	LA PRENSA	20
10	MUSICA	20

#	SEARCH QUERY	INDEX
11	DIARIA	19
12	WHATSAPP	18
13	DIEZ	18
14	TRADUCTOR INGLES	15
15	CLIMA	14
16	LA DIARIA	14
17	TIEMPO	14
18	UNAH	13
19	TRADUCTOR INGLES ESPAÑOL	13
20	MP3	12

25

SOURCE: GOOGLE TRENDS (ACCESSED: JANUARY 2020); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS THE RELATIVE VOLUME FOR EACH QUERY COMPARED TO THE SEARCH VOLUME OF THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

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MOST-VISITED WEBSITES (ALEXA)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO ALEXA



HONDURAS

#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	12M 09S	14.6
02	YOUTUBE.COM	11M 44S	6.7
03	GOOGLE.HN	6M 06S	4.3
04	THESTARTMAGAZINE.COM	1M 32S	2.0
05	BONGACAMS.COM	3M 04S	1.7
06	YAHOO.COM	4M 34S	4.4
07	LIVE.COM	4M 53S	5.0
08	FACEBOOK.COM	17M 48S	7.8
09	TIEMPO.HN	3M 23S	1.9
10	BLOGSPOT.COM	3M 32S	2.7

#	WEBSITE	TIME / VISIT	PAGES / VISIT
11	NETFLIX.COM	3M 15S	2.7
12	SUCURSALELECTRONICA.COM	9M 35S	5.9
13	LAPRENSA.HN	5M 41S	2.4
14	WIKIPEDIA.ORG	3M 55S	3.0
15	AMAZON.COM	9M 41S	9.0
16	UNAH.EDU.HN	10M 54S	6.0
17	EBAY.COM	9M 51S	7.2
18	CARSANDMILES.COM	-	0
19	BANCATLAN.HN	11M 18S	5.7
20	MP3TECA.COM	6M 35S	5.8

SOURCE: ALEXA (JANUARY 2020). ***NOTES:** "ALEXA" IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON "ALEXA" VOICE-POWERED PLATFORMS. "TIME / DAY" FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON EACH SITE, ON DAYS THEY VISIT EACH SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



HONDURAS

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA ANY
KIND OF MOBILE PHONE



99.3%

PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS VIA A
LAPTOP OR DESKTOP COMPUTER



0.7%

PERCENTAGE OF FACEBOOK
USERS WHO ACCESS VIA BOTH
PHONES AND COMPUTERS



9.0%

PERCENTAGE OF FACEBOOK
USERS WHO ONLY ACCESS
VIA A MOBILE PHONE



90.3%

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INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



HONDURAS

NUMBER OF PEOPLE THAT
INSTAGRAM REPORTS
CAN BE REACHED WITH
ADVERTS ON INSTAGRAM



940.0
THOUSAND

INSTAGRAM'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+



13%

QUARTER-ON-
QUARTER CHANGE
IN INSTAGRAM'S
ADVERTISING REACH



+8.0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



54.7%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



45.3%

31

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS FOR INSTAGRAM (ACCESSED JANUARY 2020); POPULATION DATA FROM THE U.N. **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL ACTIVE USERS. **COMPARABILITY ADVISORY:** BASE CHANGES; DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

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FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HONDURAS

HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



43%



HAS A
CREDIT CARD



4.5%



HAS A MOBILE
MONEY ACCOUNT



6.2%

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MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



6.0%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



1.6%

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PERCENTAGE OF MEN
WITH A CREDIT CARD



7.8%



PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



3.6%



PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



8.6%

JAN
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TOP YOUTUBE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO YOUTUBE'S SEARCH TOOLS THROUGHOUT 2019



HONDURAS

#	SEARCH QUERY	INDEX
01	MUSICA	100
02	VIDEOS	83
03	VIDEOS DE	63
04	CANCIONES	53
05	BANDA	40
06	ANUEL	40
07	ROSA DE GUADALUPE	38
08	PELICULAS	35
09	LA ROSA DE GUADALUPE	34
10	MÚSICA	29

#	SEARCH QUERY	INDEX
11	BADABUN	27
12	VACA LOLA	27
13	FREE FIRE	27
14	MS	27
15	BABY	24
16	BANDA MS	22
17	LA VACA LOLA	22
18	BAD BUNNY	22
19	HCH	19
20	CALMA	17

34

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2020); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS THE RELATIVE VOLUME OF EACH QUERY COMPARED TO THE SEARCH VOLUME OF THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).

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RESUMEN DE AUDIENCIA DIGITAL HONDURAS 2022



5.0M



5.5M



3.5M



4.8M



1.7M



400k

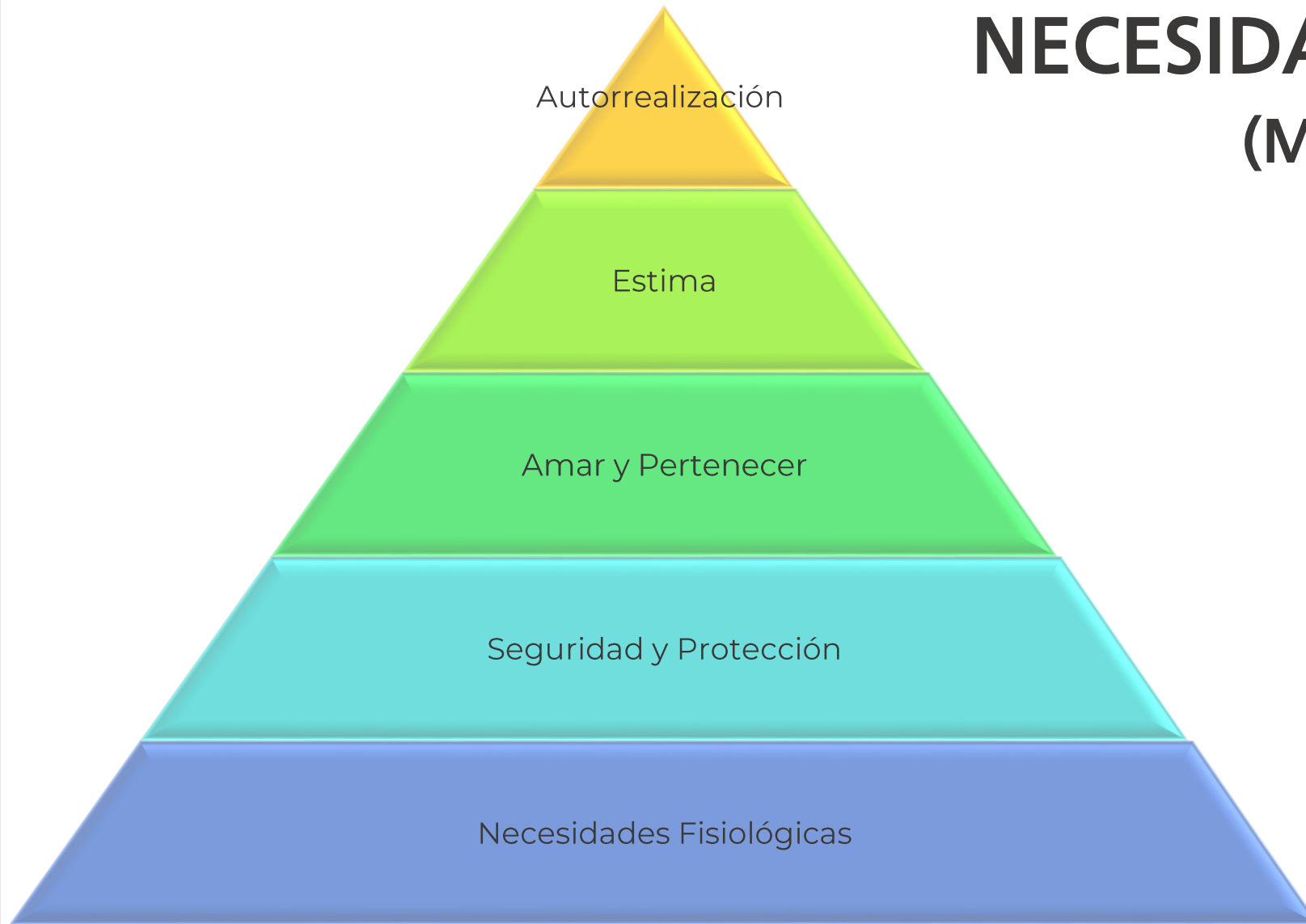


150k

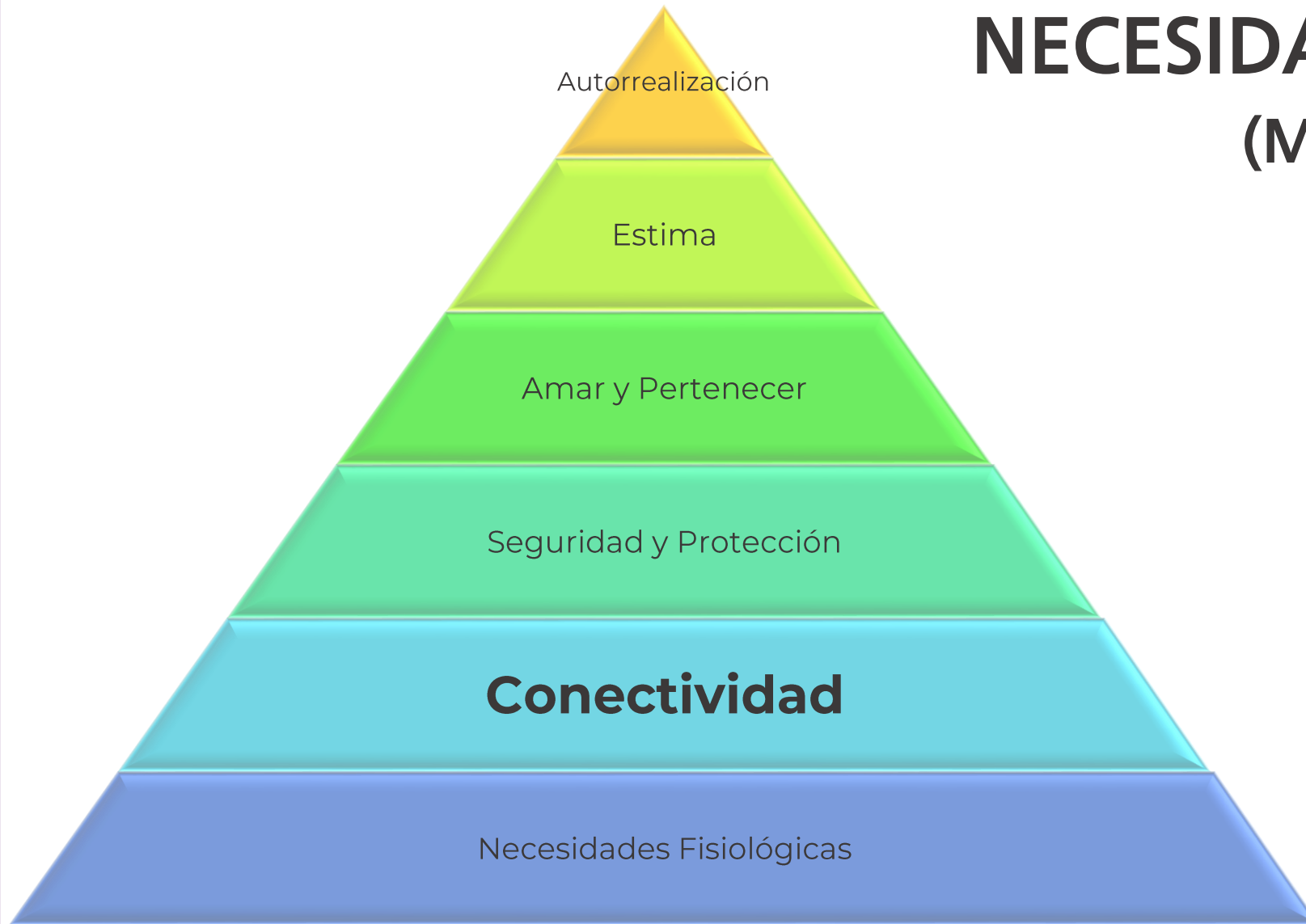
La tecnología cambia pero las necesidades de la gente siguen siendo las mismas..



NECESIDADES BÁSICAS (MASLOW)



NECESIDADES BÁSICAS (MASLOW)









Innovación es un cambio que introduce ideas que modifican elementos ya existentes con el fin de mejorarlos o renovarlos.





Janice Bachrach Lels Thanks, Benjamin! Correction.....28th birthday???? 😊

Like · Reply · May 26 at 9:24am



Sharon Altman & holding BEAUTIFUL 🍷🥳🥳🥳🍷🍷🍷 young must have been the water in LM

Like · Reply · 1 · May 26 at 12:57pm

John 1-10-48.
Do we have Magnets
for D-130 & 131 in transit?
If not, we must have 50
by air freight & 50 by regular
frit. immediately
gsl

Necesidades
básicas

Más de lo
mismo

Innovaciones



IMPULSORES DE CAMBIO

Los impulsores de cambio liberan nuevas formas de atender las necesidades humanas básicas creando nuevas expectativas de consumo.



IMPULSORES DE CAMBIO

- Nuevas tecnologías y el internet facilitando oportunidades inmensas.
- Nuevos modelos de negocios que pueden cambiar segmentos e industrias enteras.
- Las barreras de entrada para competir en cualquier industria están desapareciendo.
- El comportamiento del consumidor está en cambio constante.

MEGATENDENCIAS

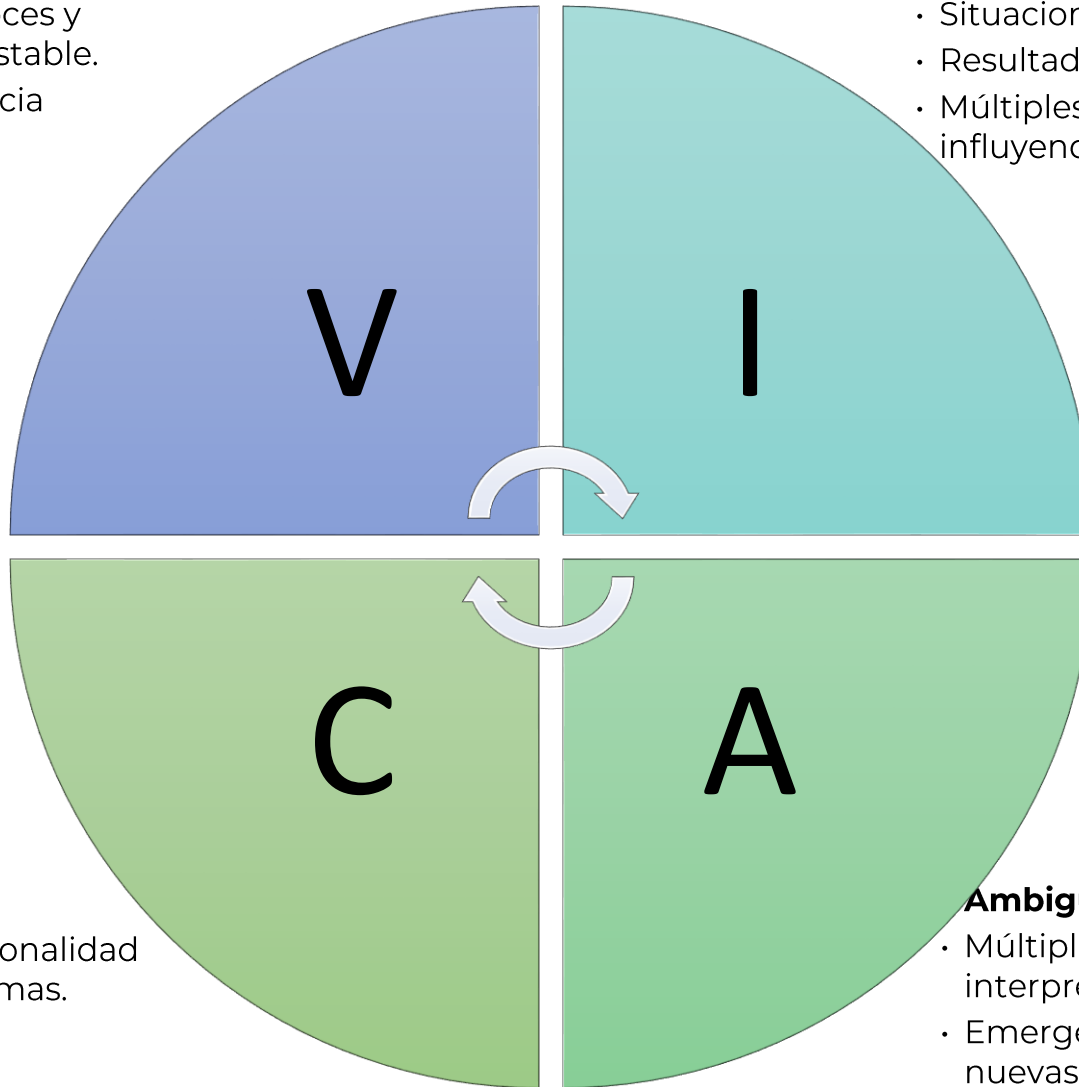
- Nuevas manifestaciones en el comportamiento, actitud o expectativa entre los consumidores, basado en las necesidades, deseos o aspiraciones básicas humanas.

BUSCADORES DE ESTATUS

- con tantas opciones disponibles, consumir es una declaración sobre quién soy y lo que tengo

- **Volátil**

- Cambios veloces y dinámica inestable.
- Impermanencia
- Ciclos cortos



- **Incierto**

- Situaciones imprevistas.
- Resultados imprevistos.
- Múltiples factores influyendo.

- **Complejo**

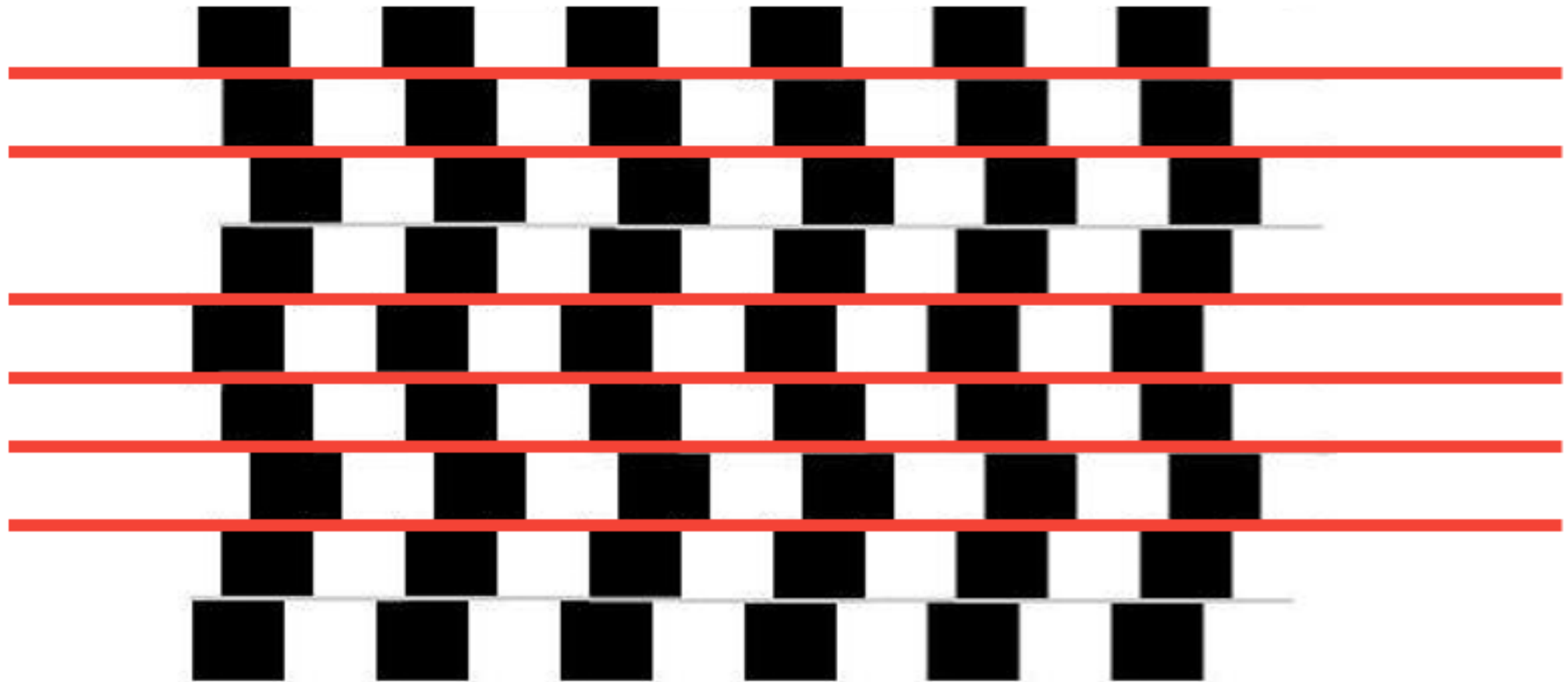
- Multidimensionalidad de los problemas.
- Exceso de información.
- Múltiples relaciones.

- **Ambigüedad**

- Múltiples interpretaciones.
- Emergencia de nuevas teorías y modelos para pensar el mundo.

LA TURBULENCIA DEL MUNDO VICA

PERSPECTIVA





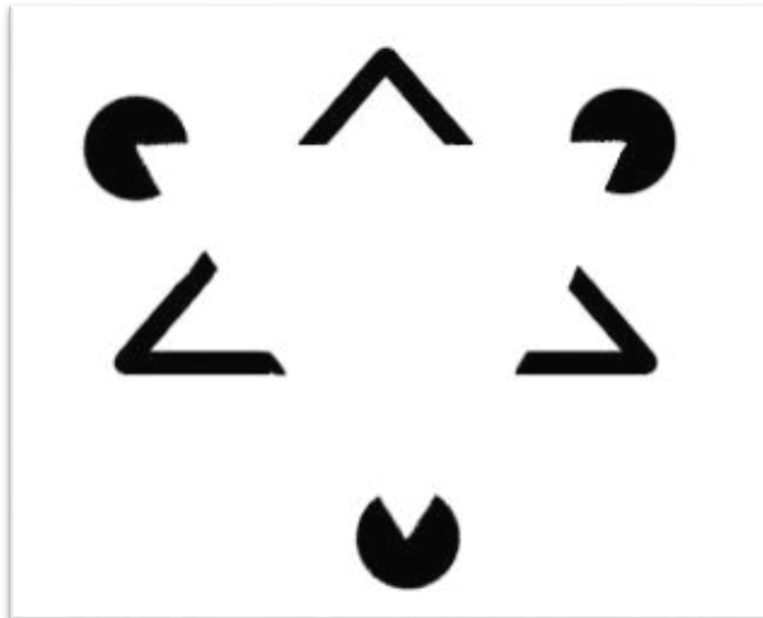
**+88 millones de búsquedas por segundo
20 Petabytes de datos por día**

LEY DE ZUCKERBERG



“Cada 12 meses las personas compartirán el doble de su información personal y sucesos de vida online”

3573 M3N54J3 35 94R4 D3M057R4R L45
C0545 74N INCR3I8L35 QU3 9U3D3
H4C3R NU357R0 C3R38R0. 5I L06R45



La credibilidad y confianza en la **#EraConectada** digital son la base del éxito para cualquier marca o negocio que busca mantenerse a la vanguardia y a las exigencias del mercado actual.



INFODEPENDENCIA

El deseo de obtener información verdaderamente relevante, útil y oportuna es insaciable, las expectativas en torno a la recopilación y entrega de información solo aumentaran.

INFODEPENDENCIA

Xinda Zhan es uno de los miles de empresarios que utilizan el alcance de livestreaming para desarrollar una gran cantidad de seguidores y un ingreso sustancial. Mientras trabajaba en el negocio familiar de perlas en Zhuji, China, comenzó a transmitir el proceso de recolección de perlas y rápidamente se convirtió en un público devoto. Los clientes pagan 58 CNY (USD 8,50) por un mejillón y luego miran en vivo para ver si contiene una perla o varias. Un informe de la BBC de junio de 2017 declaró que Can, conocido como "Pearl Bro", ganó USD 4,4 millones en seis meses.

Link: <http://www.bbc.com/capital/story/20170623-chinas-pearl-bro-making-millions-from-live-streaming>

¿CÓMO APROVECHAR LAS MEGATENDENCIAS?

- No te adaptes al cambio, causalo
- Observa y deja que te observen
- Conecta lo que está desconectado



The logo for IdeaWorks International features a stylized 'iW' icon on the left, composed of a purple dot and a purple-to-blue gradient bar, followed by a blue 'W' shape. To the right of the icon, the word 'IdeaWorks' is written in a large, bold, dark grey sans-serif font. Below 'IdeaWorks', the word 'INTERNATIONAL' is written in a smaller, all-caps, dark grey sans-serif font.

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