

Student Interest Trends & Data from Latin America

Damaris Clark, Studyportals



Studyportals at a glance

Largest Education Choice platform in the world
Your partner for truly global student recruitment

transparent | direct to student | fully digital | diverse



8 Portals, one for each academic level (Ba, Ma, PhD), and specific ones for online learning and short courses (Short, & Online)



51+ million unique users/y,
1.5+ million enrolments in 7 years,
from **200+ source countries & territories**



3,900+ participating institutions,
in **118 countries**



Independent, uniquely diverse, and high-performing students

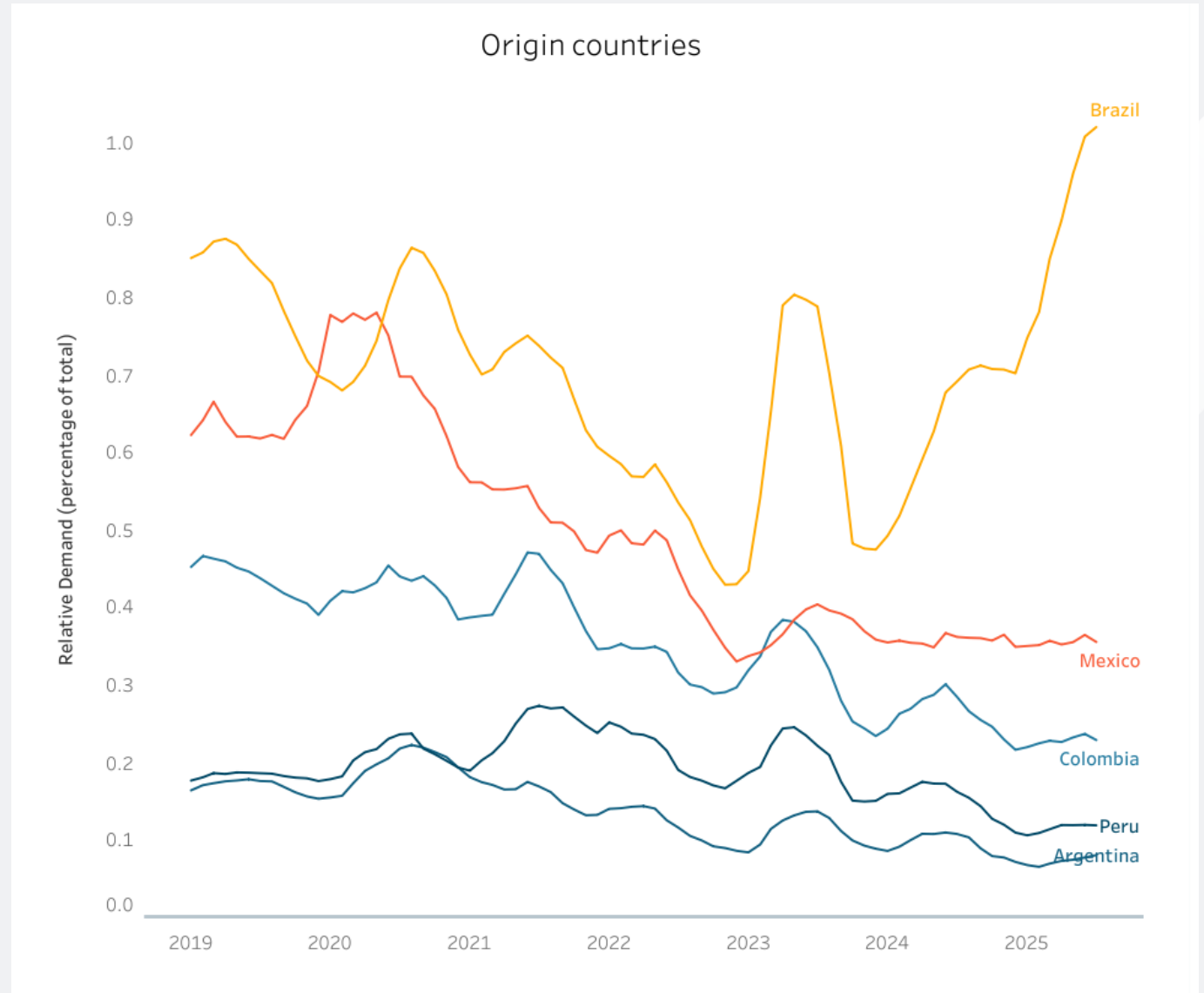
No1 in student experiences and satisfaction scores



245,000+ programmes listed
Ba, Ma, PhD, Short, & Online

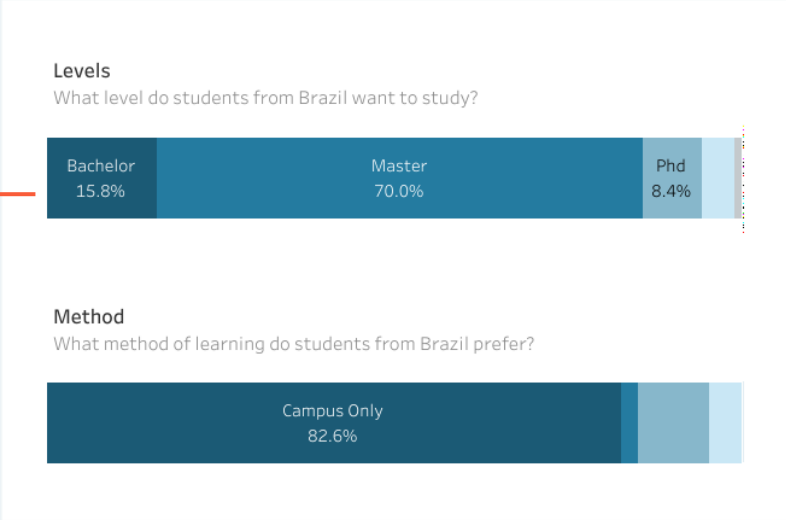
Trends from Latin America

- Top 5 origin countries for volume of interest in Latin America – Brazil, Mexico, Colombia, Peru, Argentina
- In 2020 Mexico had the highest relative interest to study abroad, but has since been overtaken by Brazil
- Significant decrease in interest from Mexico between 2021-2023
- Most of the top 5 countries have seen moderate decline in interest over the last two years
- Colombia, Peru and Argentina show similar patterns suggested similar push/pull factors behind interest
- Brazil is the exception to this trend which sees substantial increase in interest (+50%), particularly over the last 12 months

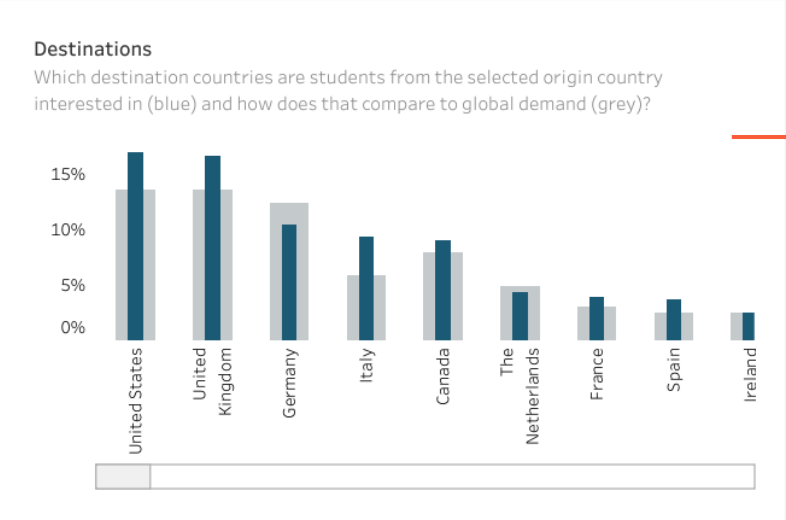
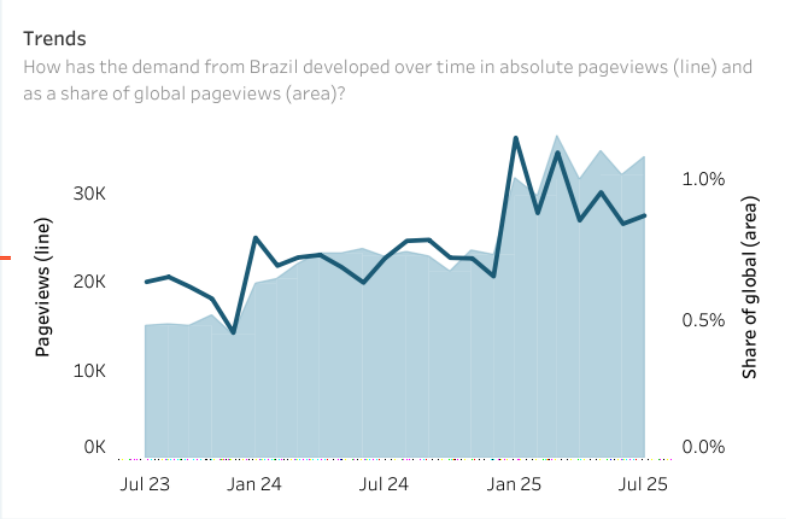


Market overview - Brazil

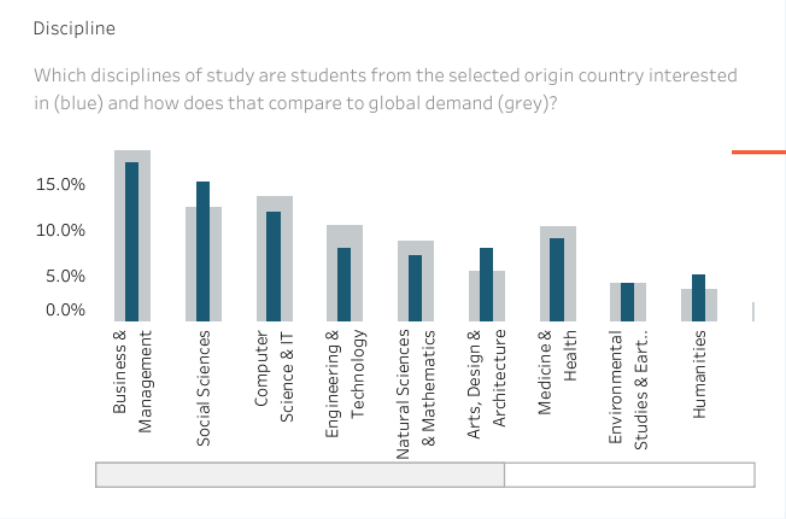
Higher proportion of PhD interest than other Latin American countries



Over the last 2 years there have been 579,980 pageviews from Brazil



Higher than global average interest in many destinations, particularly Italy and Spain, interesting Portugal does not appear but probably due to searching programmes in Portuguese



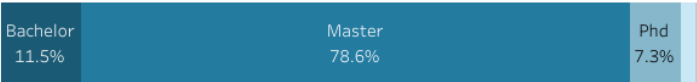
Higher than global average interest in Social Sciences, Art, Design & Architecture and Humanities

Market overview - Colombia

Higher proportion of students interested in Master programmes relative to Brazil & Peru

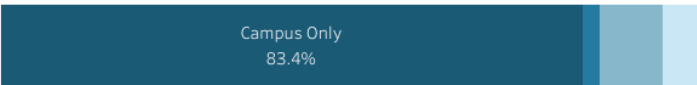
Levels

What level do students from Colombia want to study?



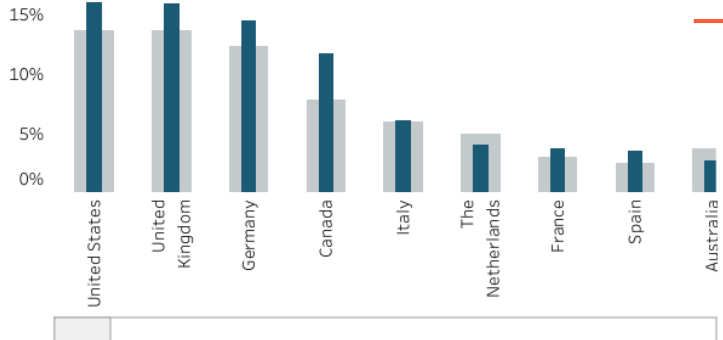
Method

What method of learning do students from Colombia prefer?



Destinations

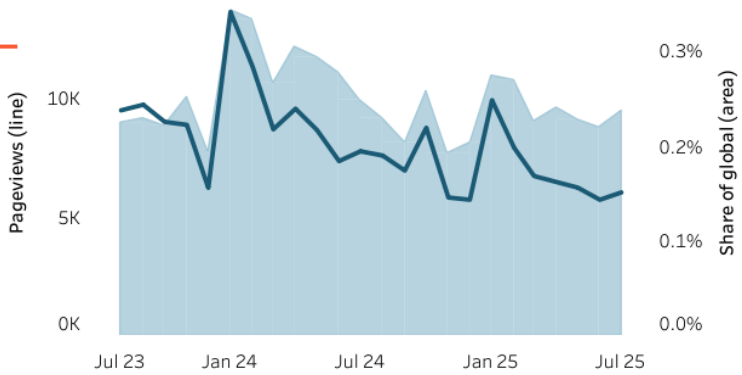
Which destination countries are students from the selected origin country interested in (blue) and how does that compare to global demand (grey)?



Higher than global average interest in 3 of the 'Top 4' destinations. Unsurprisingly a preference for Spain (but volume lower than perceived)

Trends

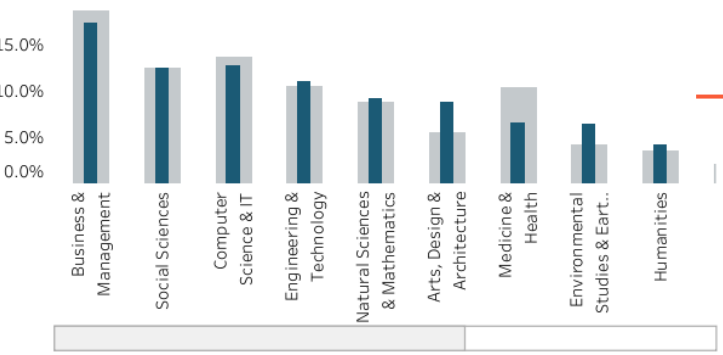
How has the demand from Colombia developed over time in absolute pageviews (line) and as a share of global pageviews (area)?



Interest from Colombia shows a seasonal peak in January buy has since declined to less than 0.2% of the global interest

Discipline

Which disciplines of study are students from the selected origin country interested in (blue) and how does that compare to global demand (grey)?



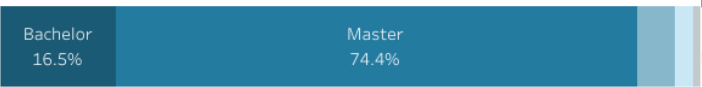
Lower than average interest in Medicine & Health but higher than average interest in Art, Design & Architecture and Environmental Sciences

Market overview - Peru

Higher proportion of students interested Bachelor degrees from Peru

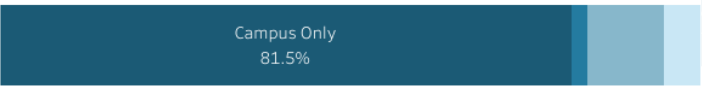
Levels

What level do students from Peru want to study?



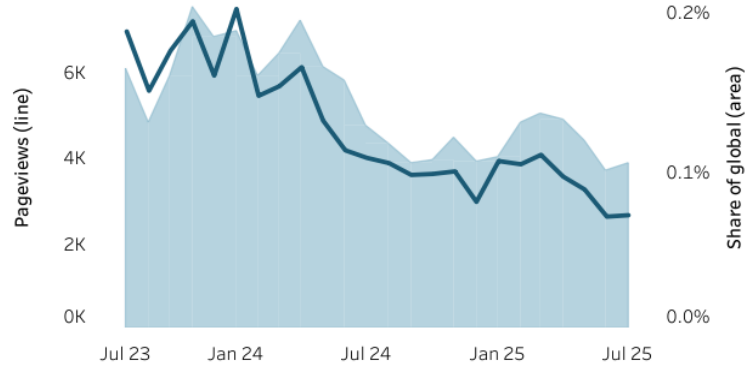
Method

What method of learning do students from Peru prefer?



Trends

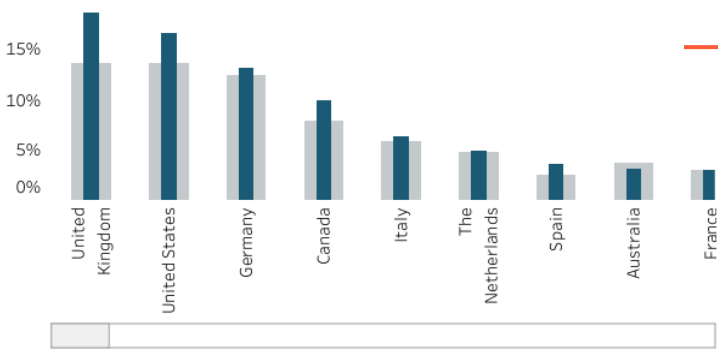
How has the demand from Peru developed over time in absolute pageviews (line) and as a share of global pageviews (area)?



Peru has seen one of the sharpest declines over the past 12 months

Destinations

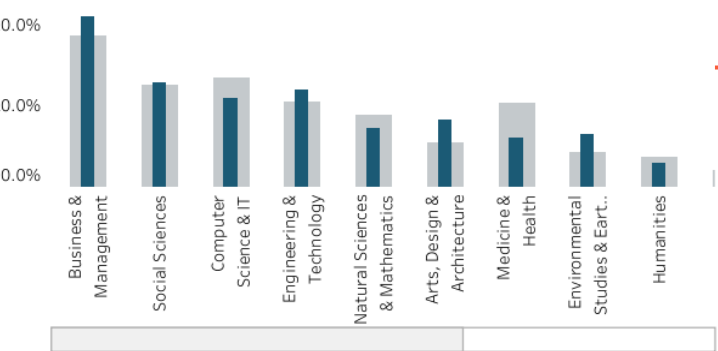
Which destination countries are students from the selected origin country interested in (blue) and how does that compare to global demand (grey)?



Very similar destination preferences to Colombia, with the UK being number 1 (and US for Colombia)

Discipline

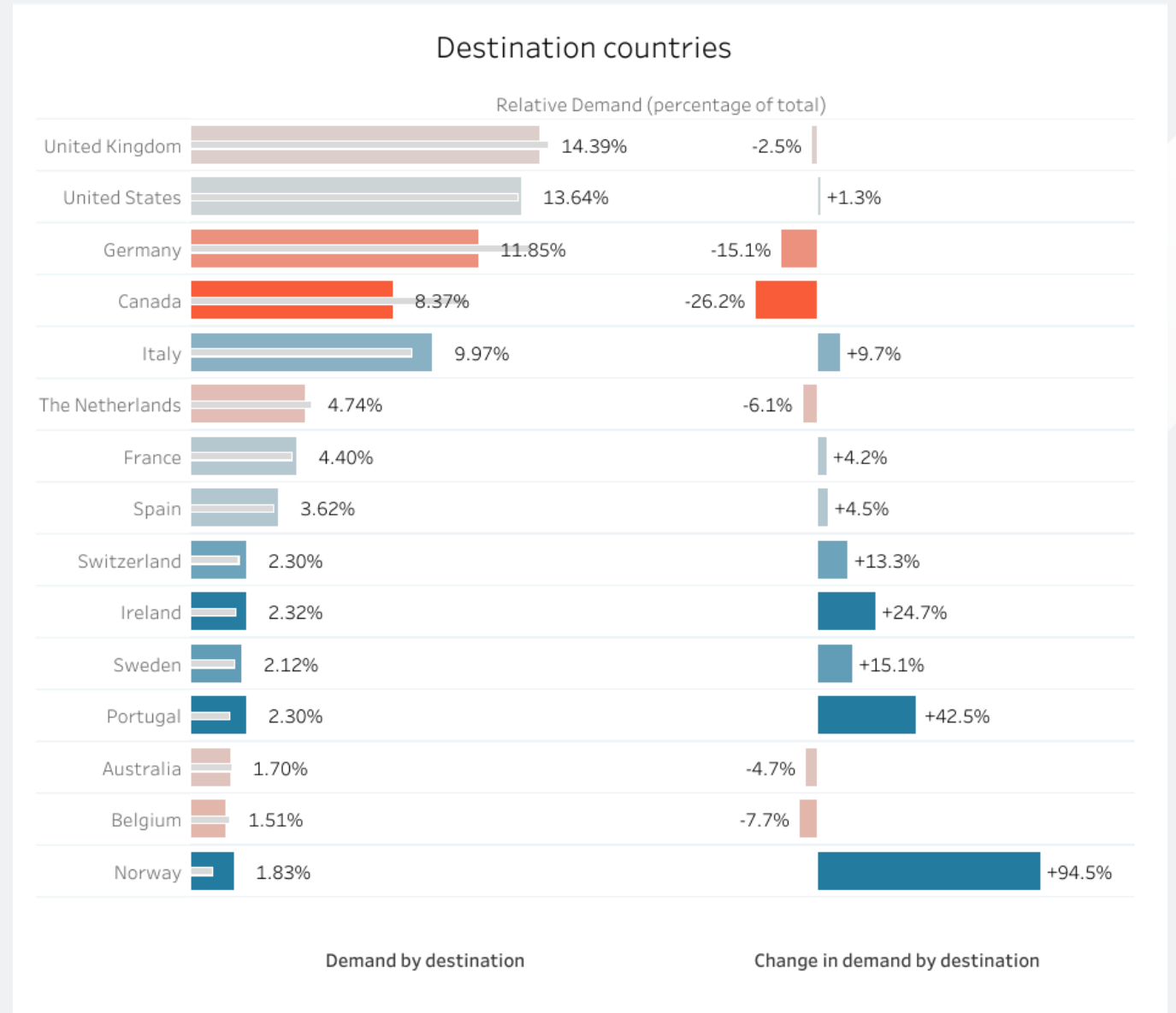
Which disciplines of study are students from the selected origin country interested in (blue) and how does that compare to global demand (grey)?



Strong preference for Business & Management, above global average

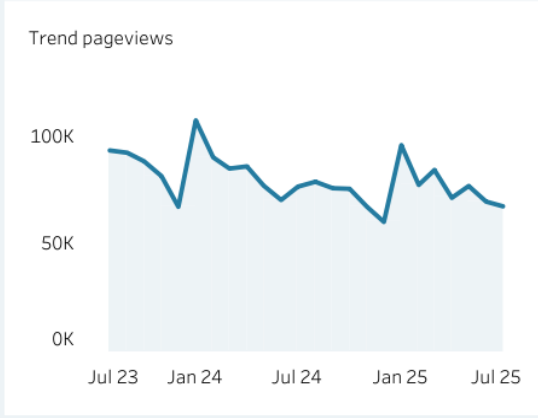
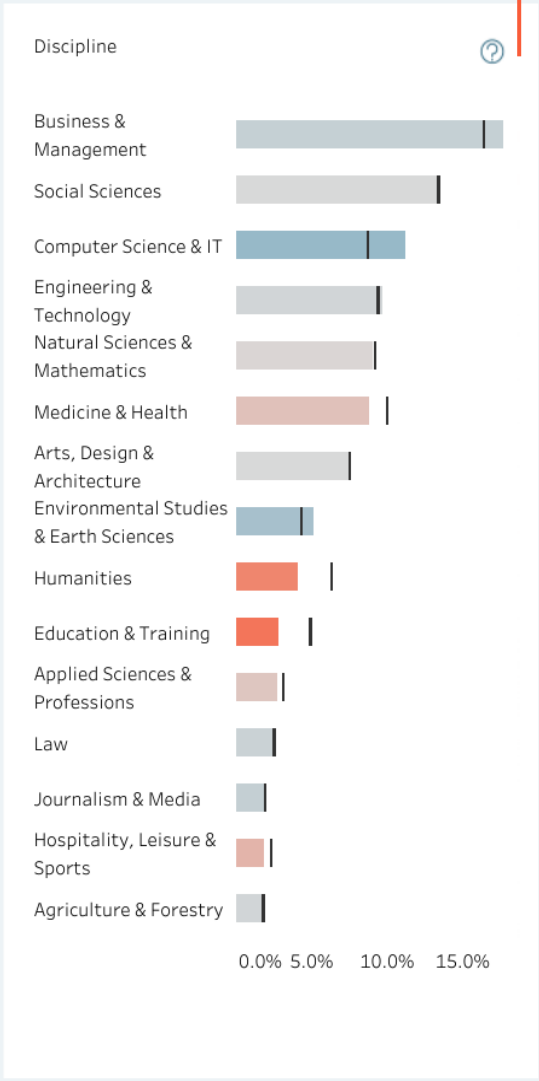
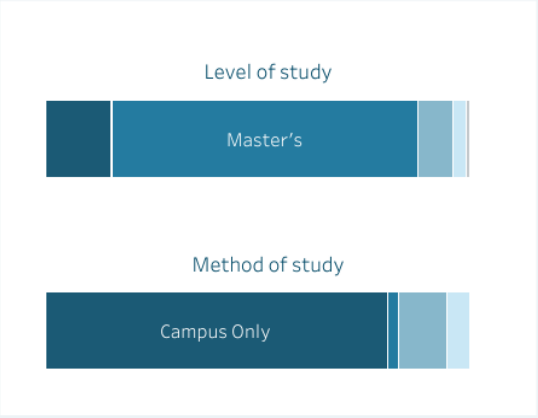
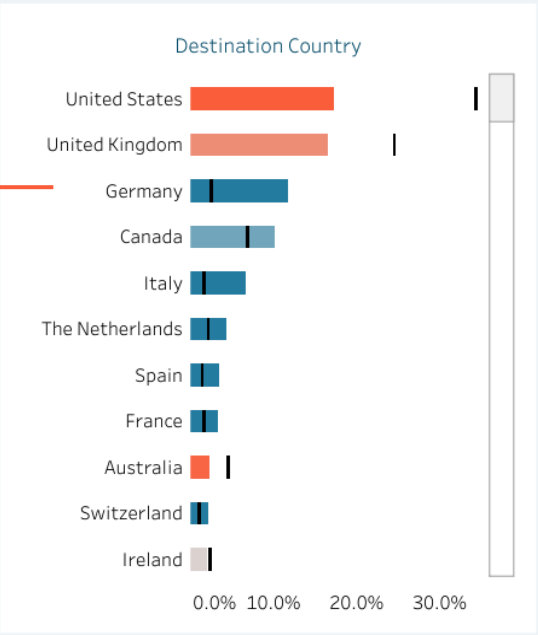
Destination Trends – Brazil, Colombia & Peru

- Top 15 destinations for students from Brazil Colombia & Peru over last 24 months + year-over-year change
- Top 2 destinations are the United Kingdom and United States, the former seeing decline and the latter only incremental growth
- Many European destinations show moderate to substantial growth, particularly Ireland, Portugal and Norway
- Further segmentation of the data will show more nuanced trends i.e. growth in interest to Ireland and Portugal mainly driven by Brazil
- Decrease in interest to Canada likely driven by stricter immigration rules and less attractive postgraduation policies



Market Opportunity – Latin America

1.9 million pageviews over the last 24 months, across 153,036 programmes, while UK, US and Australia are saturated markets, there is a strong opportunity for European destinations



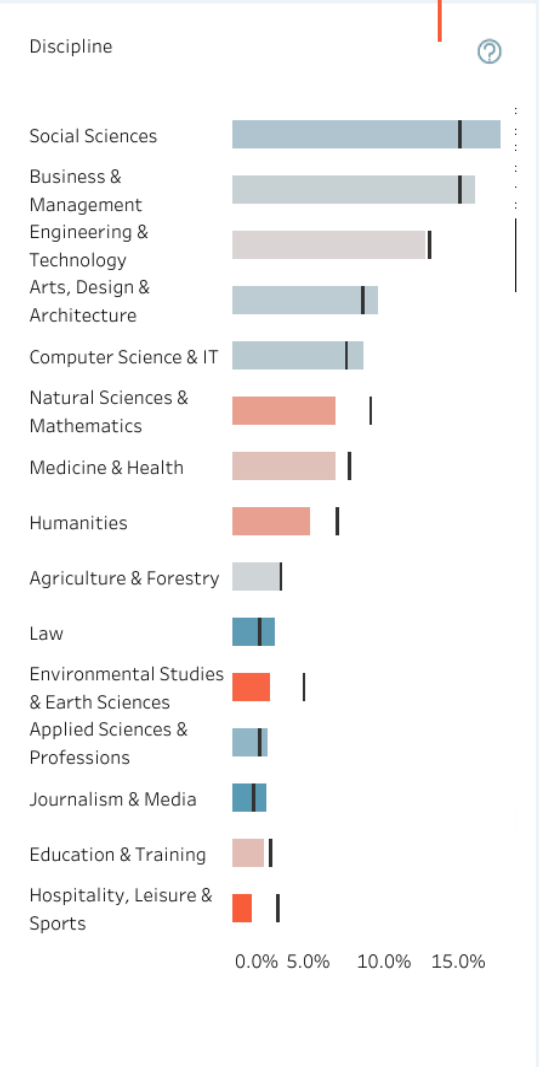
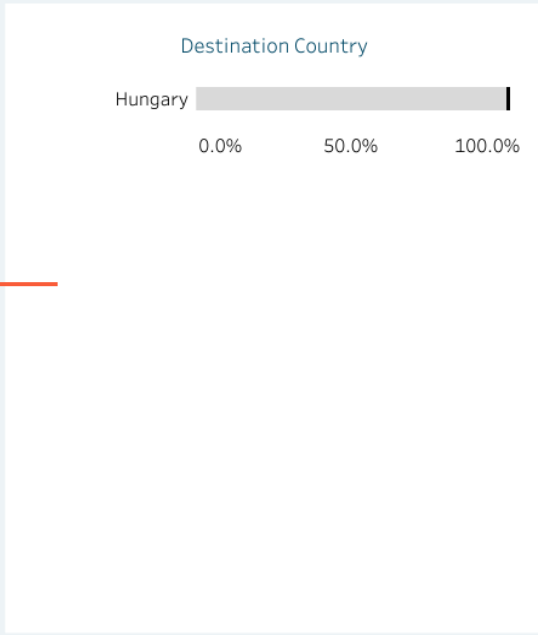
Most disciplines are nearing or are already saturated (probably skewed by UK & US, with Computer Science & IT being the only area with strong market opportunity)

No.1 city by volume of interest is Bogota, but at a country level there is higher volume from Brazil

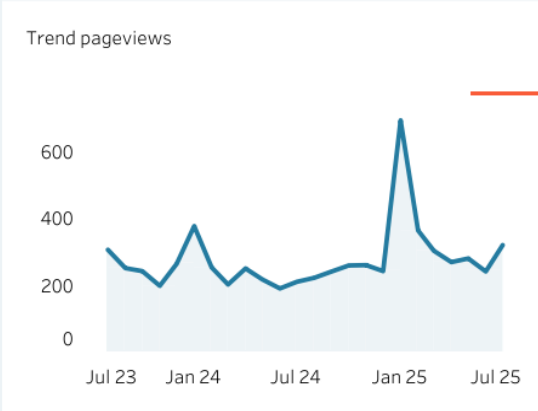
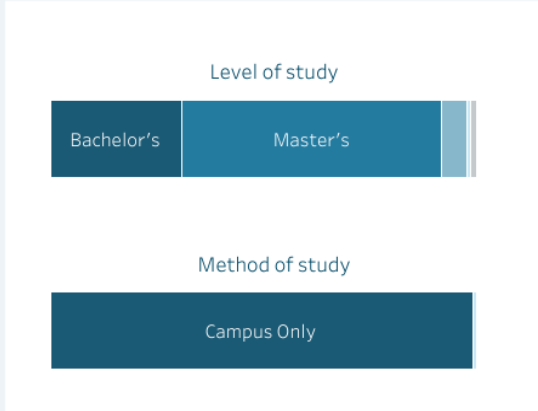
Market Opportunity – Hungary

Discipline interest for Hungary differs from global trend – highest demand for Social Sciences with stronger opportunities in Law and Journalism

6,679 pageviews over the last 24 months, across 597 programmes, this is about 0.3% of the supply and a similar amount of demand (from LatAm)



Interest from Latin American cities with interest in Hungary follow a similar trend to global trend with Bogota, Colombia being the number one city



Interest trends from Latin America specifically for Hungary are quite different from global trends

Studyportals supports, engages and nurtures students in every stage

