

# Best Workplaces™ in Latin America

# /2026



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# Methodology

Great Place To Work® has been surveying employees around the world about their workplace experiences for 30 years. We have developed a set of themes and metrics that not only predict whether employees feel their workplace is great, but predict retention, agility, and overall business success.

Using our proprietary Trust Index™ survey, we measure the core of what we know creates great workplaces – key behaviors that drive trust in management, connection with colleagues, and loyalty to the company.

The survey enables employees to share confidential quantitative and qualitative feedback about their organization's culture by responding to 60 statements on a five-point scale and answering two open-ended questions.

Employees tell us whether leaders are accessible, communicate honestly and clearly, and if their actions match their words. They tell us whether they feel respected as individuals, if they receive training benefits, appreciation, support for their well-being and opportunities to contribute. They tell us whether they believe their company is fair related to pay, profits, promotions, recognition, favoritism and opportunities. They tell us if they are proud of their work, their team, and their company and if they feel they make a difference, and their work is meaningful. And they tell us whether they enjoy the people they work with, feel cared for and can be themselves.

Great Place To Work measures the differences in survey responses across each organization to assess both the quality and consistency of the employee experience.

*"These companies  
are supporting  
their workers through  
challenging times,  
matching the depth  
of their care to the  
grit and commitment  
of their people."*

— Michael C. Bush  
CEO of Great Place To Work



# 2026 Best Workplaces™ in Latin America ranking criteria

## In the **Best Workplaces in Latin America** ranking,

companies are recognized based on the degree to which they outperform other organizations in their country and across Latin America. To do so, surveys must meet strict requirements for distribution and participation, ensuring that results consistently represent employee perceptions across the organization. Employee presence in Latin America and the number of countries where each company was surveyed are also considered.

To be eligible for the **Best Workplaces in Latin America**, organizations must have:

→ Between 50-499 employees in the small- and medium-sized categories

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→ 500+ employees in the large category

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→ Recognition on at least one national **Best Workplaces** list in Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, the Dominican Republic, Uruguay, or Venezuela.



# Overview of winning companies

This year, 200 companies were recognized for their performance in the region, including 100 small- and medium-sized companies (50-499 employees) and 100 large companies (500+ employees). Great Place To Work identified the winners after surveying more than 2.4 million employees across Latin America about their workplace experience. Those responses represent the workplace experience of 4.5 million employees in the region.

Compared with the 2025 ranking, 96 companies are new to the list, highlighting the competitiveness of the regional workplace landscape.

Among the 104 companies returning to the ranking for a second consecutive year, 44% improved their position, while two maintained the same ranking as 2025.

The 2026 ranking demonstrates that high-trust workplace cultures are emerging across a diverse group of organizations, while returning companies continue to strengthen their performance year over year.



# Geographic Representation

Employees at the Best Workplaces in Latin America work in **more than 30 countries** across Latin America and the Caribbean, including 19 national rankings. Brazil had the highest number of surveys among winning companies (14%), followed by Mexico (13%) and Colombia (12%). The map below shows the distribution of surveys by country.

## Employee Surveys Conducted by Country



### Top Countries

- 01 Brazil | 14%
- 02 Mexico | 13%
- 03 Colombia | 12%
- 04 Peru | 9%
- 05 Chile | 8%
- 06 Argentina | 8%

Source: Best Workplaces in Latin America™ 2026

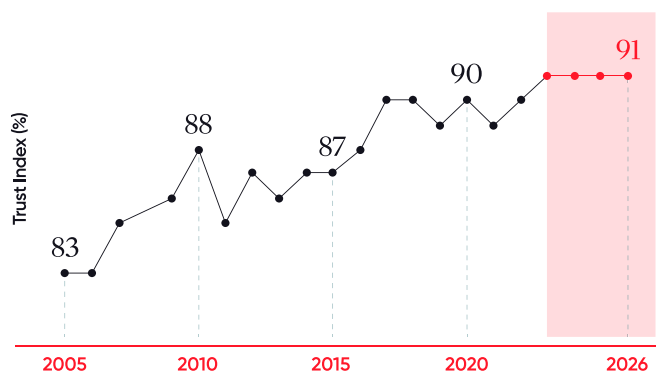
# Trust among the Best Workplaces in Latin America 2026

The Trust Index™ assesses employees' workplace experience and what sustains high-trust cultures.

In 2026, the average **Trust Index score remained at 91%** for the fourth consecutive year, matching the highest level in the ranking's history.

This consistency shows that winning companies have built high-trust cultures that remain strong, despite ongoing economic, technological, and organizational changes across the region.

**Trust Index (%) remains at a record-high 91% for the fourth consecutive year**



Source: Average Trust Index score among the Best Workplaces in Latin America from 2005-2026.  
Note: Data not available for 2004 and 2008.

Analyzing the Trust Index by focus area highlights the maturity of the cultures recognized among the Best Workplaces in Latin America. The results show that high-trust environments are built on strong relationships among leaders, employees, and the organization, reflected in **credibility, respect, fairness, pride, and camaraderie**.

The gains in fairness and respect signal meaningful improvements in employees' perceptions of equitable treatment, care, and inclusion.

This trend suggests that winning companies have strengthened not only the connections reflected in pride and camaraderie, but also the foundations of trust that help create a more consistent employee experience

and support high-performing cultures. The Trust Index helps leaders benchmark performance and identify areas for improvement, linking employee experience to business results.

**Fairness and respect show the strongest gains over time**



Source: Average Trust Index score among the Best Workplaces in Latin America from 2005-2026.  
Note: Data not available for 2004 and 2008.

# Analysis by company size

The analysis by company size shows that **small and medium-sized companies** report higher levels of trust, with an **average Trust Index score of 93%** and particularly strong results in pride and camaraderie, both at 94%.

Among **large companies**, results remain high, with pride at 91% and camaraderie at 90%, demonstrating these organizations' ability to maintain positive connections even as they grow in size and complexity. In both groups, strong results for pride and camaraderie highlight the importance of **connection, teamwork, and pride**.

## Best Workplaces Latin America 2026 by company size

| Winning Companies by Size   | Small and Medium-Sized Companies                                                                         | Large Companies                                                                           |
|-----------------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| Number of winning companies | 100                                                                                                      | 100                                                                                       |
| Main industries             | Financial Services and Insurance (18), Information Technology (18), and Production and Manufacturing (9) | Financial Services and Insurance (26), Production and Manufacturing (15), and Retail (10) |
| Average Trust Index         | 93%                                                                                                      | 89%                                                                                       |
| Highlight areas             | Pride (94%) and Camaraderie (94%)                                                                        | Pride (91%) and Camaraderie (90%)                                                         |

Source: Best Workplaces in Latin America™ 2026

# Analysis by industry

The Best Workplaces in Latin America in 2026 represent **more than 22 industries**, highlighting the reach of high-trust workplace cultures across the region. For the second consecutive year, **financial services and insurance** was the most represented industry, with 44 winning companies, accounting for 22% of the list. **Information technology** and **production and manufacturing** also stand out, with 27 and 24 winning companies, respectively, showing that high-trust cultures can be found across a wide range of industries.

## Winning Companies by Industry (2026)

| 1                                 | 2                         | 3                               |
|-----------------------------------|---------------------------|---------------------------------|
| Financial Services<br>& Insurance | Information<br>Technology | Manufacturing<br>& Production   |
| 44                                | 27                        | 24                              |
| Others                            | 21                        | Industrial Services             |
| Retail                            | 14                        | Real Estate                     |
| Professional Services             | 10                        | Telecommunications              |
| Hospitality                       | 10                        | Aerospace                       |
| Biotech & Pharmaceuticals         | 7                         | Entertainment                   |
| Health Care                       | 6                         | Social Services & Gov. Agencies |
| Education & Training              | 6                         | Mining & Quarrying              |
| Transportation                    | 6                         | Engineering                     |
| Construction                      | 4                         | Advertising & Marketing         |
| Agriculture                       | 4                         |                                 |

Source: Best Workplaces in Latin America™ 2026

High Trust Index scores across industries reinforce the consistency of the cultures recognized in the ranking. **Health care** stands out, with a Trust Index of 94%, followed by **information technology**, with 92%, both above the overall average. These results show that high-trust workplaces are being built across a wide range of industries throughout Latin America.

## Trust Index Scores by Industry (2026)

### Health Care

94%

### Information Technology

92%

|                                |     |
|--------------------------------|-----|
| Education & Training           | 91% |
| Transportation                 | 91% |
| Retail                         | 91% |
| Financial Services & Insurance | 91% |
| Manufacturing & Production     | 90% |
| Biotech & Pharmaceuticals      | 88% |
| Hospitality                    | 87% |
| Professional Services          | 85% |

Source: Average Trust Index scores among the Best Workplaces in Latin America™ 2026.

Note: Includes only industries with five or more winning companies.



# Greatest strenghts

The highest-scoring results among winning companies reflect strong levels of pride, belonging, community impact, and trust in leadership.

## Where winning companies score highest

|                        |     |
|------------------------|-----|
| Feel a sense of pride. | 96% |
|------------------------|-----|

|                          |     |
|--------------------------|-----|
| Feel proud to work here. | 96% |
|--------------------------|-----|

|                                         |     |
|-----------------------------------------|-----|
| Feel welcomed when joining the company. | 95% |
|-----------------------------------------|-----|

|                                          |     |
|------------------------------------------|-----|
| Feel good about community contributions. | 95% |
|------------------------------------------|-----|

|                                             |     |
|---------------------------------------------|-----|
| Feel that management is honest and ethical. | 94% |
|---------------------------------------------|-----|

Source: Average Trust Index scores among the Best Workplaces in Latin America™ 2026.

# What sets the Best Workplaces in Latin America apart

The following analysis compares employee experiences at the **Best Workplaces in Latin America 2026** with those at typical workplaces across South and Central America, the Caribbean, and Mexico, based on more than 5,000 employee responses as part of a global market study conducted by Great Place To Work in March 2024.

The results show where Best Workplaces most outperform typical workplaces in Latin American and how their **high-trust cultures** translate into stronger outcomes in leadership, innovation, well-being, inclusion, purpose, and retention. Across nearly every measure analyzed, winning companies significantly outperform their peers.

## Trust in leadership

The largest gap between the Best Workplaces and typical workplaces in Latin America appears in leadership behaviors: Nearly **90% of employees at winning companies say management's actions match its words** – 37 points higher than at typical workplaces in the region (52%).

The same pattern appears across measures of leadership credibility:

- **94% say leadership is honest and ethical in its business practices**, compared with 63% at typical workplaces.
- **90% say leadership sets clear expectations**, compared with 63% at typical workplaces.

## Innovation and adaptation to change

The Best Workplaces also stand out for creating environments where employees can learn, experiment, and innovate.

Among employees at winning companies, **88% say leadership recognizes unintentional mistakes as part of doing business**, compared with 52% at typical workplaces. This reflects a culture where employees are more comfortable taking risks, sharing ideas, and learning from experience.

That environment supports organizations' ability to adapt. **Ninety-two percent of employees say people adapt quickly to changes**, 28 points higher than typical workplaces at 64%.

## A culture that supports well-being

One of the clearest differences at winning companies is their commitment to employee well-being.

**Eighty-eight percent of employees say they are encouraged to balance their work life and personal life**, compared with 53% of employees at typical workplaces.

The results show that balancing performance and quality of life is embedded in the culture of winning companies.

## Inclusion and belonging strengthen the employee experience

Winning companies also stand out on measures of inclusion and belonging.

Perceptions of fair treatment at the Best Workplaces range from **95%-97% across demographic groups**, far exceeding results at typical workplaces in Latin America, where results range from **67%-78%**.

In addition, **94% of employees say they can be themselves at work**, compared with 71% at typical workplaces.

## Purpose, collaboration, and retention

Winning companies stand out for the strong connection employees feel to their work, their colleagues, and their organization.

→ **91%** of employees say their work has special meaning and is not "just a job," compared with 66% at typical workplaces across Latin America.

→ **91%** say people are willing to give extra to get the job done, compared with 64% at typical workplaces.

→ **91%** say they can count on people's cooperation, compared with 67% at typical workplaces.

Together, these experiences are associated with a stronger commitment to the organization: **92% of employees at the Best Workplaces intend to stay with their company for a long time**, compared with 64% at typical workplaces in Latin America.

## Strong cultures drive better business results

The differences extend beyond the employee experience and can be seen in how employees view their company's performance.

**More than nine in 10 employees (94%) at the Best Workplaces would recommend their organization to friends and family as a place to work**, compared with 63% at typical workplaces.

Similarly, **93% believe customers would rate their products and services as excellent**, 23 points higher than typical companies (70%).

These findings highlight the connection between a positive employee experience and strong perceptions of customer excellence.

The Best Workplaces in Latin America demonstrate that **high-trust cultures support both the employee experience and organizational performance**. Leadership, innovation, well-being, inclusion, and purpose create the conditions for higher levels of engagement, retention, and customer satisfaction.

View the full list of the **Best Workplaces in Latin America 2026** [here](#).

