

Insights into the growth of Mexican eCommerce

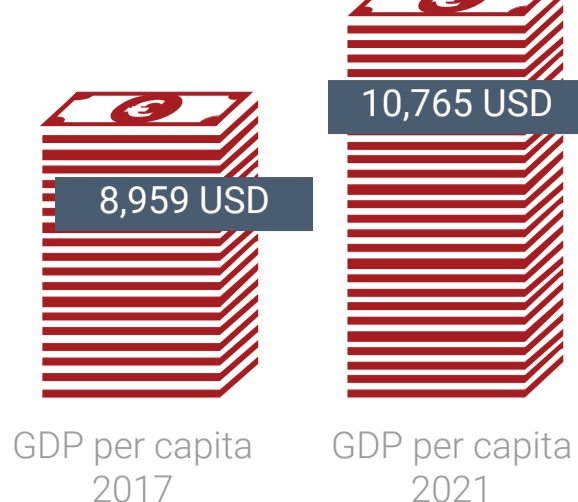
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 127.5 million people with a total GDP of 1.05 trillion USD.

GDP per capita is currently 8,959 USD and expected to reach 10,765 USD by 2021.

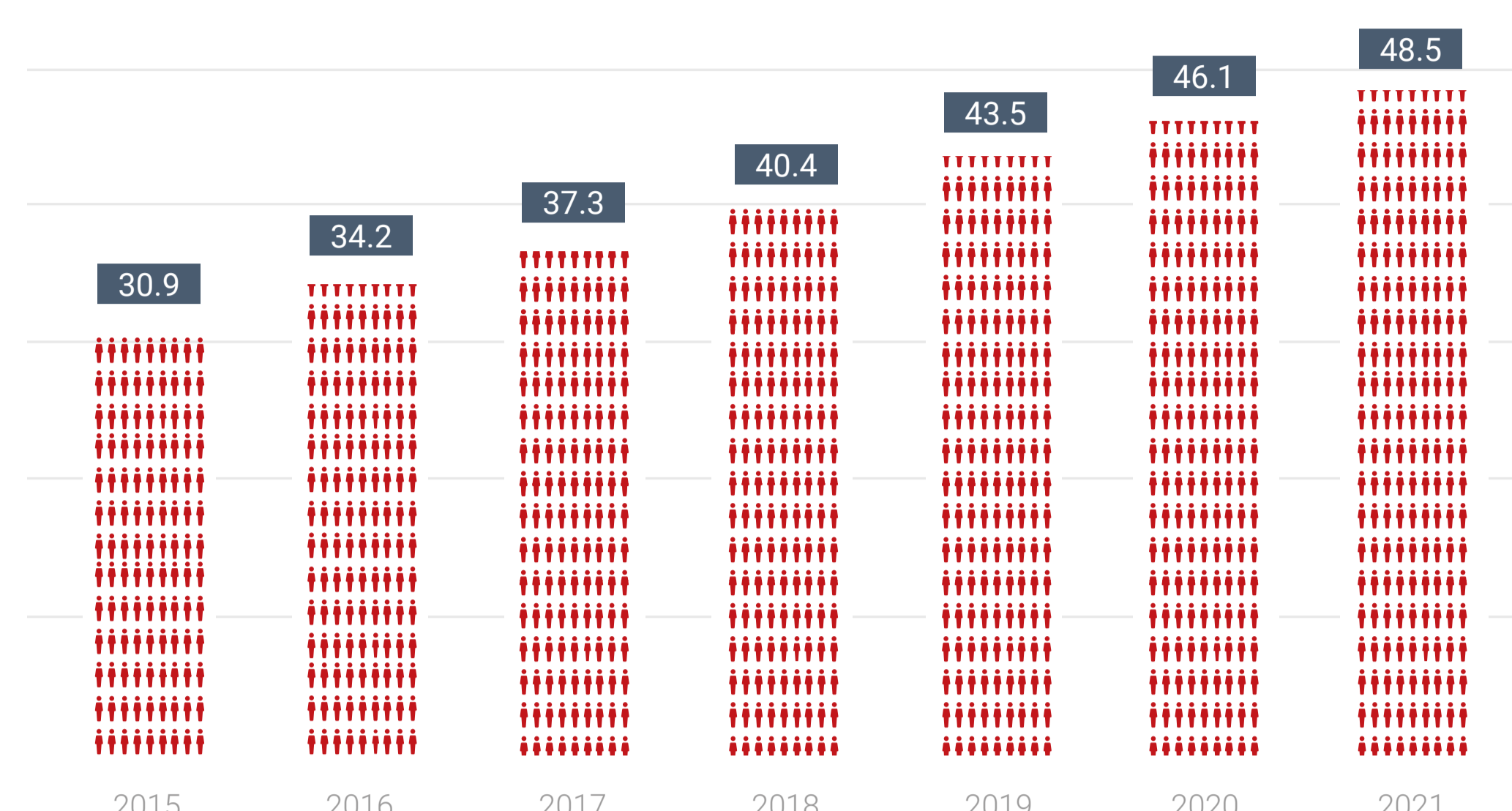


MEXICO IS RANKED AS THE 11TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

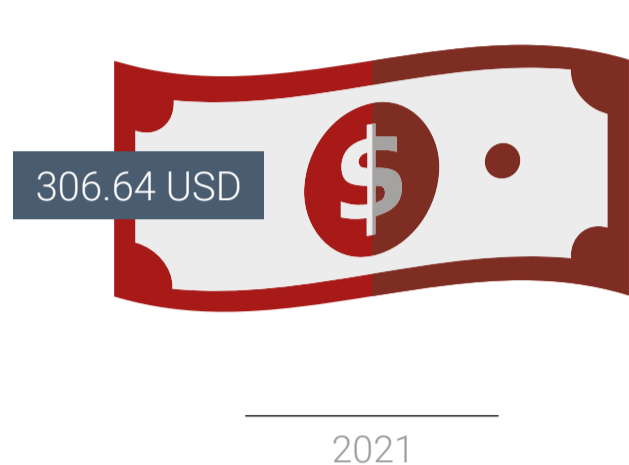
User Insights

There are currently 37.3 million eCommerce users in Mexico, with an additional 11.2 million users to be shopping online by 2021.

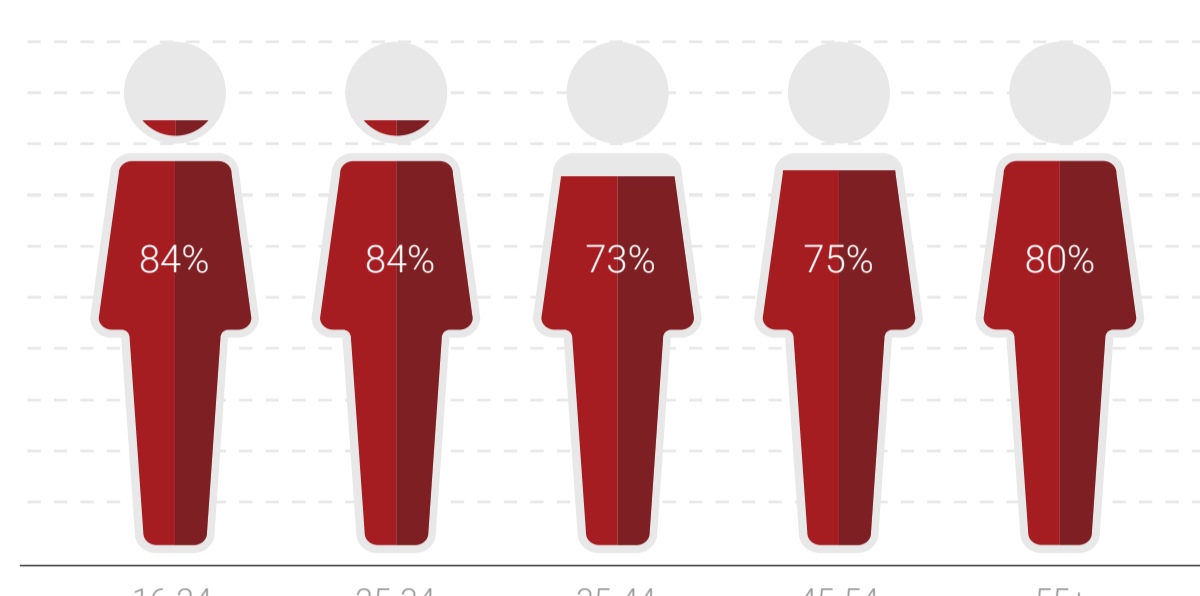
NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE BY AGE GROUPS IN 2017



Shopping Categories

Total eCommerce revenue across all product categories is 8.53 billion USD, expected to reach 14.88 billion USD by 2021.

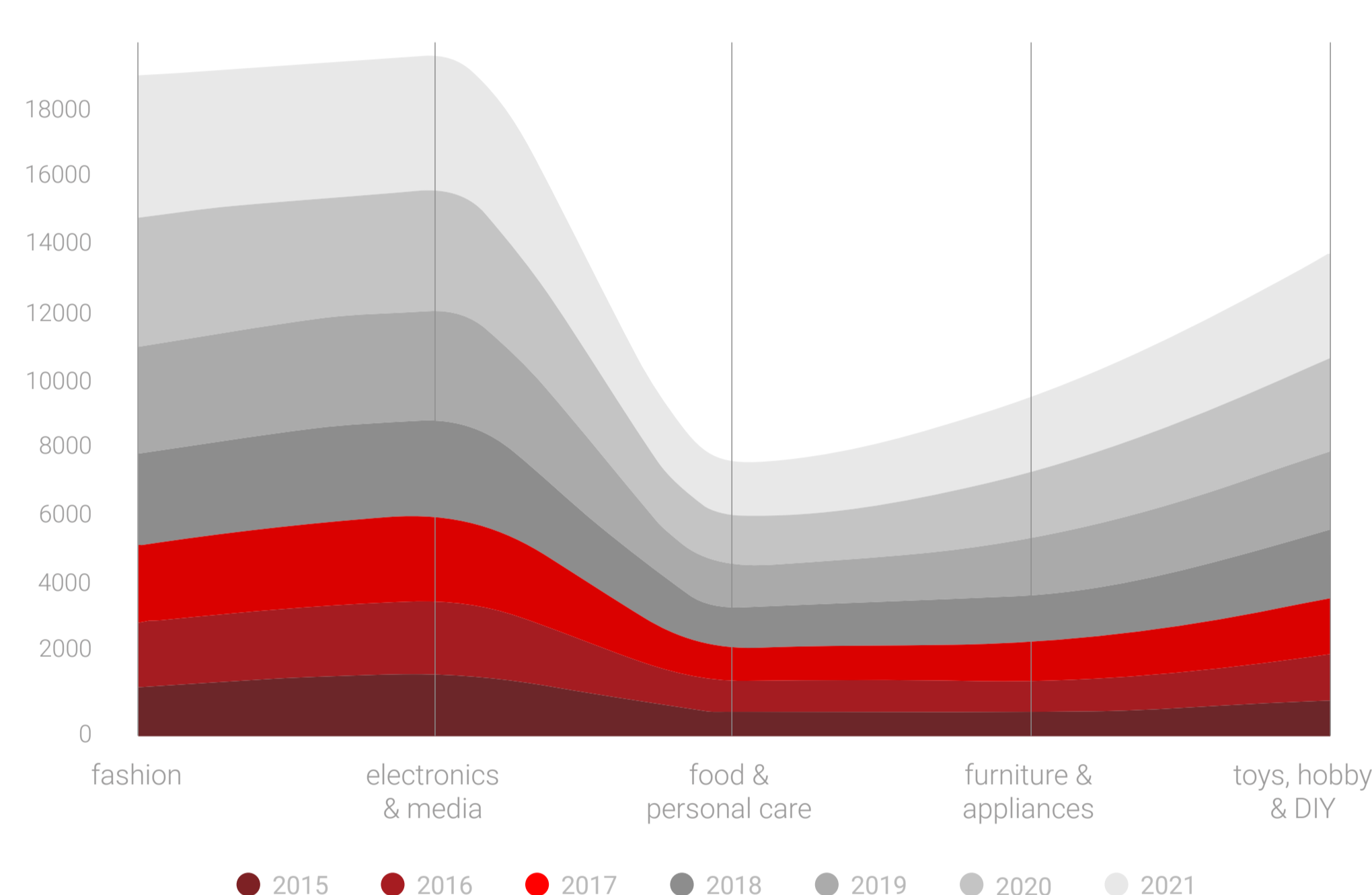


Fashion is currently the leading product category, accounting for 2.26 billion USD market share.



Electronics & Media is second, accounting for 2.48 billion USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



Logistics & Infrastructure



In 2016, Mexico was ranked 54th in the World Bank Logistics ranking.

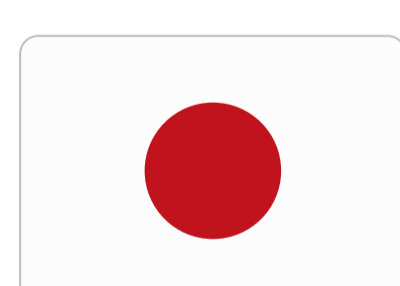
Preferred Online Payment Methods

80% of Mexican shoppers use PayPal when shopping online, and Mercado Pago, and debit, credit and prepaid cards are also popular.



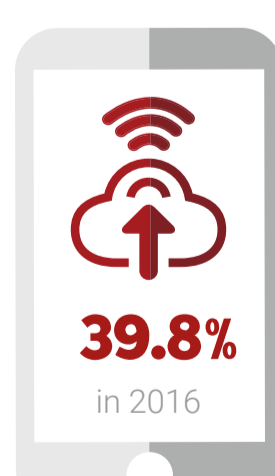
Where does Mexico buy from?

The US supplies Mexico with 188 billion USD in imports. Other key import partners are China (64 billion USD), Japan (15.5 billion USD), South Korea (13.6 billion USD) and Germany (13.1 billion USD).



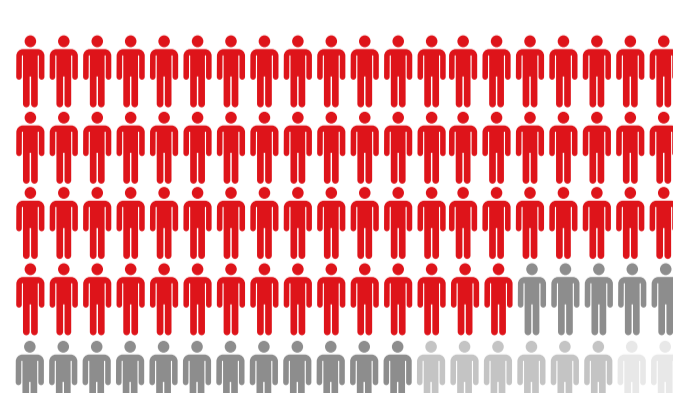
Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



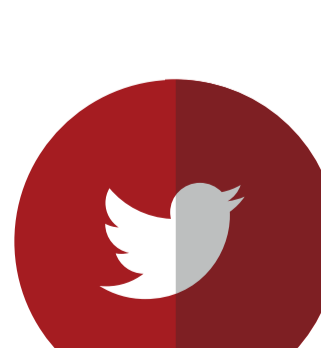
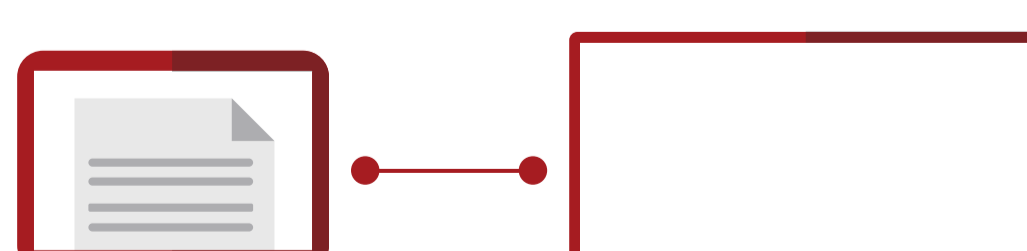
Internet penetration is currently at 58.1%, and should reach 67.2% by 2021.

Smartphone penetration is 39.8% and is projected to grow to 53.1% by 2021.



Marketing

Marketing spend in Mexico has risen in recent years, however advertisers have been slow to move more in digital advertising. In 2017, total ad spend in Mexico reached 5.3 billion USD.



Mexico has 56.28 million social network users, a figure expected to increase to 68.01 million by 2021. YouTube, Facebook, WhatsApp, Messenger and Twitter are the leading social networks.

FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.