

Fashion, Facebook & Mobile are the Future of the Mexican eCommerce Market



Economy

13% of households currently earn 2,800 USD per month.



Mexico is home to 59.4 million internet users.

22% OF HOUSEHOLDS WILL EARN 2,800 USD PER MONTH BY 2018.



USD 2,800 per month in 2016

User Insights

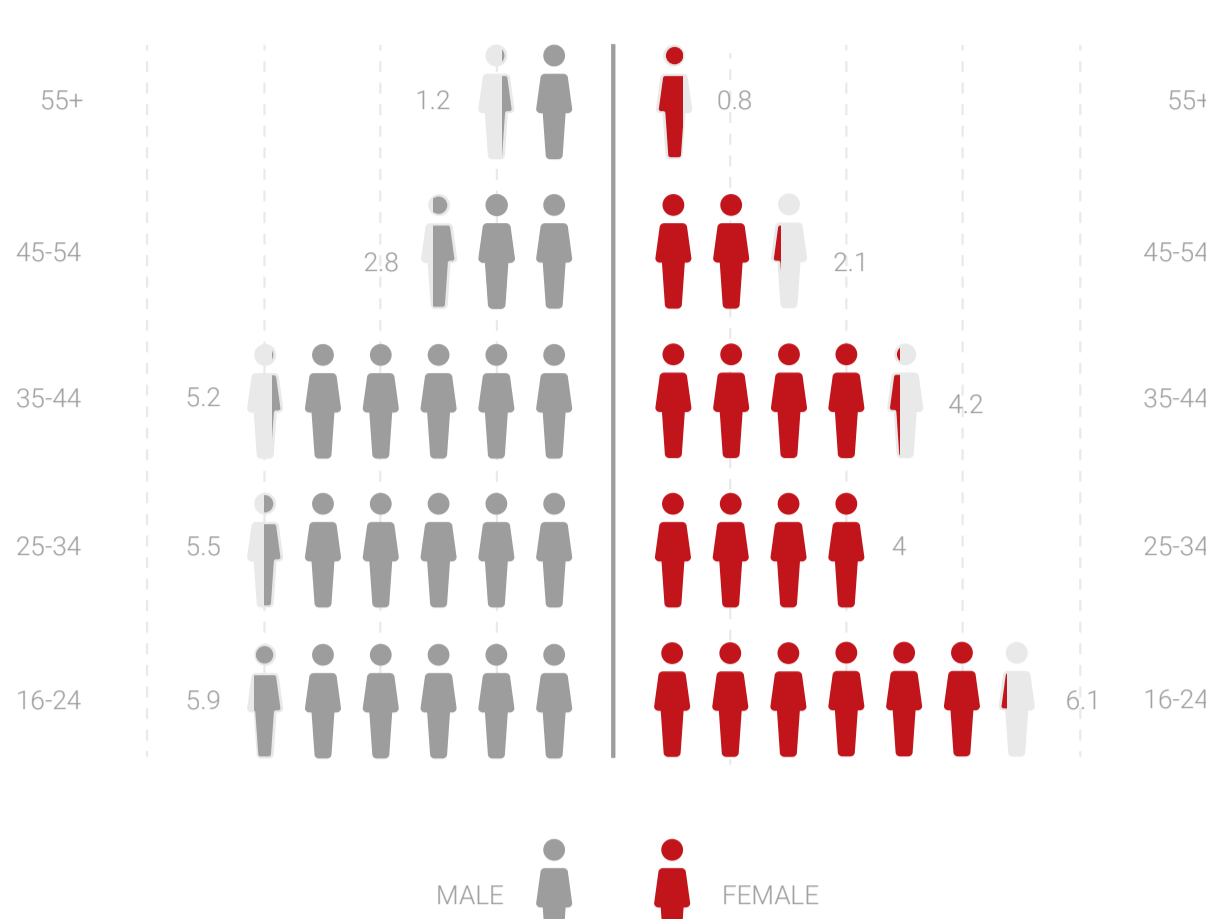
Online shopping currently represents 2% of the country's roughly \$203 billion in annual retail sales.

Revenue generated by eCommerce is expected to grow annually at a rate of 16.57%, reaching bUSD 17.6 by 2020.

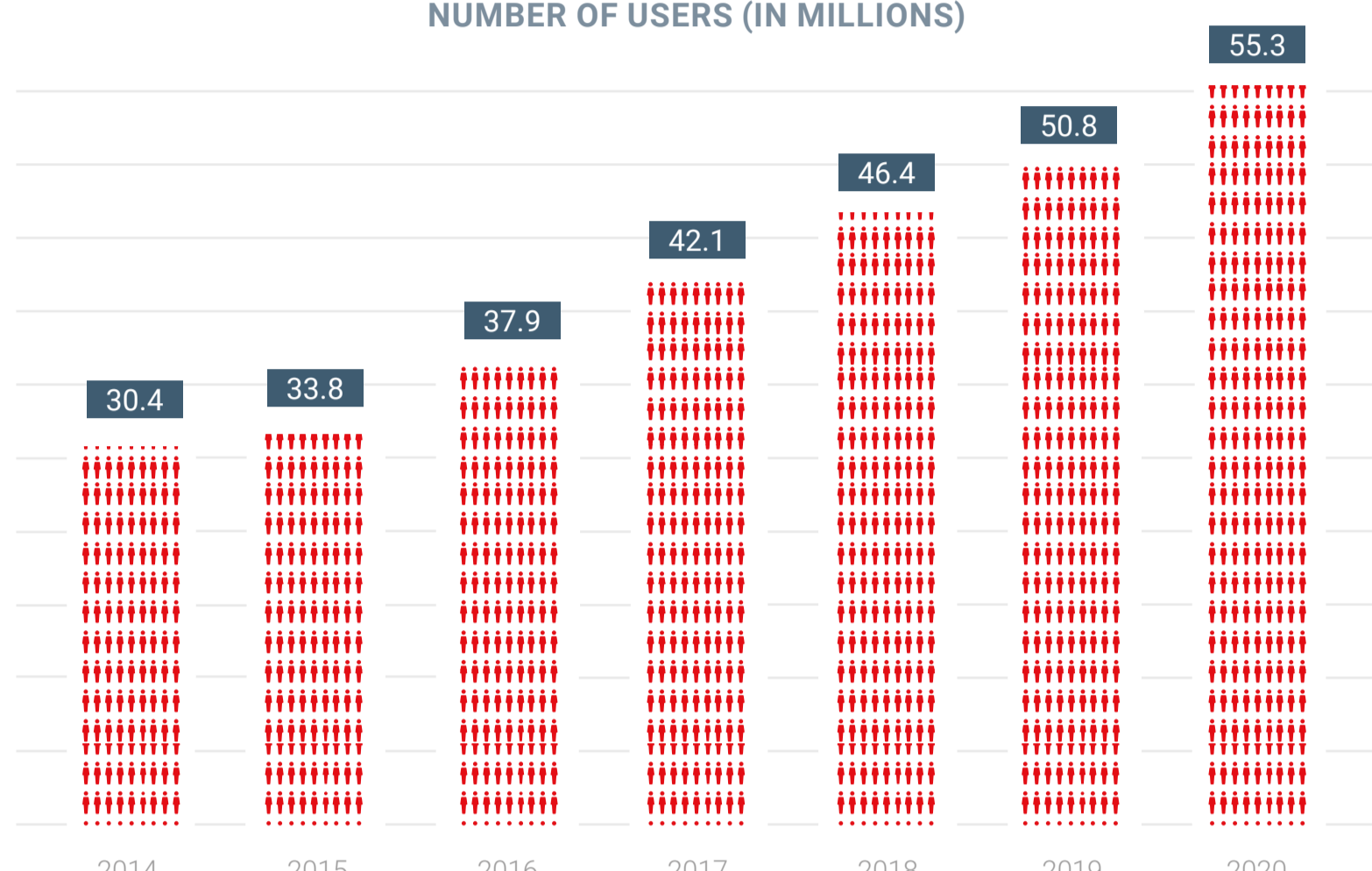


2020

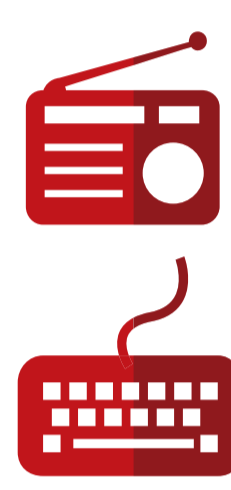
USERS BY AGE GROUP AND GENDER (IN MILLIONS) IN 2016



NUMBER OF USERS (IN MILLIONS)



Shopping Categories

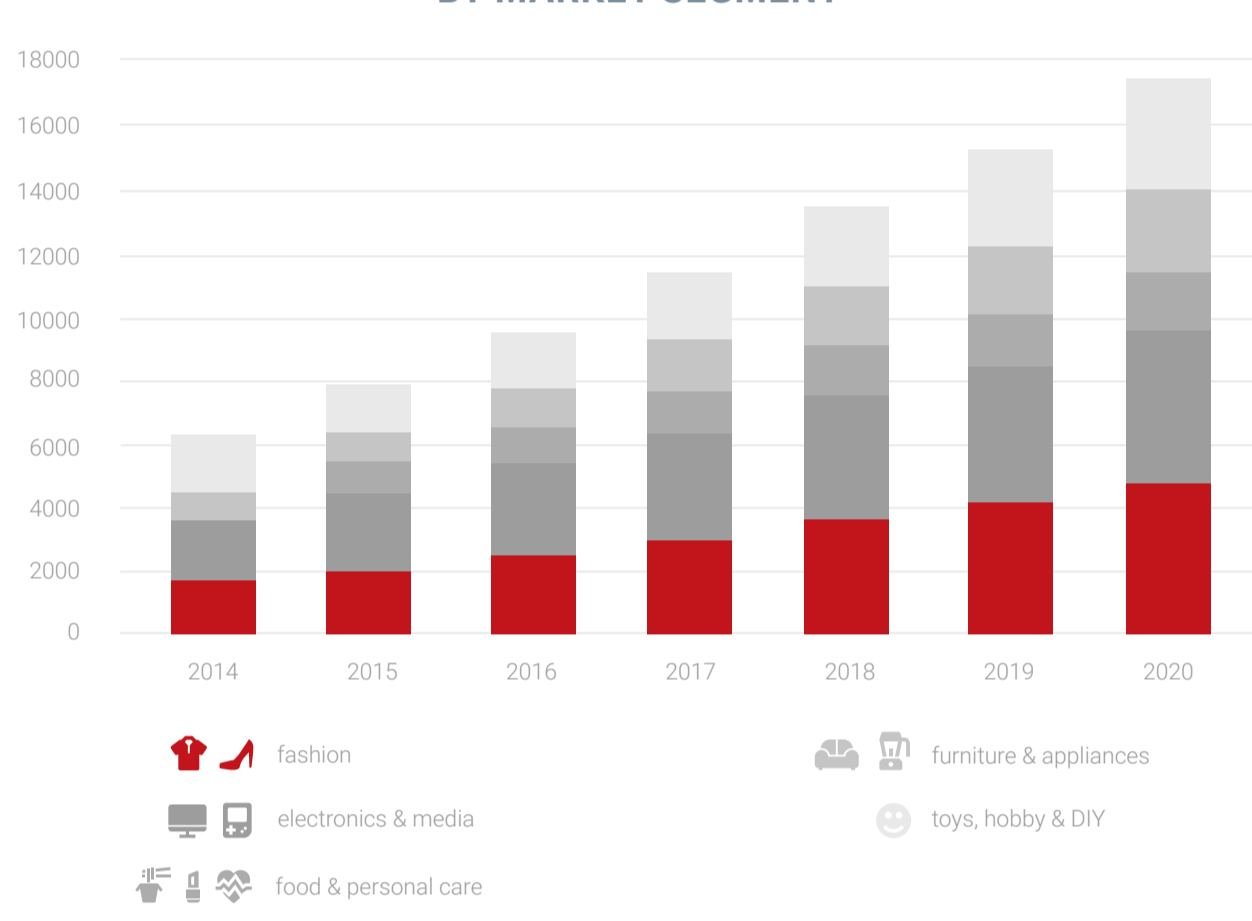


In 2016, personal electronics account for a market spend of bUSD 2.9.



Fashion will bypass personal electronics by 2020 and generate bUSD 4.9 revenue.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



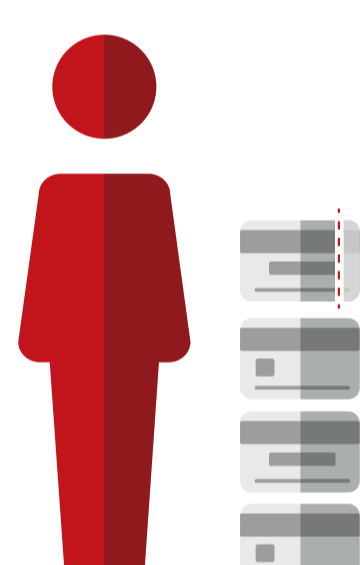
Where do Mexicans shop from?

The US accounts for 48% of all Mexico's imports. China, Japan, South Korea and Germany are also substantial import partners.



Preferred Online Payment Methods

Alternate payment methods are necessary with only 22.6 million credit cards spread across a population of 122.3 million.



Debit cards are preferred with an average of 3.8 debit cards per household.



Cash on delivery and bank transfers are also popular.

Logistics & Infrastructure

Logistics and infrastructure are undergoing intense modernization with a program launched to include: 133,000 kilometer network of highways, 76 international airports, 27,000 kilometers of railroad and 117 maritime ports (to include 68 container ports).



Mexico achieved a Logistics Performance Index score of 3.38 placing them 54th in the World Bank logistics rankings.

Device Usage

Many Mexicans browse products on mobile, but they're more likely to make the final purchase on desktop.



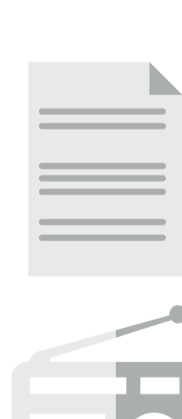
70% OF ONLINE SHOPPERS PURCHASE VIA DESKTOP



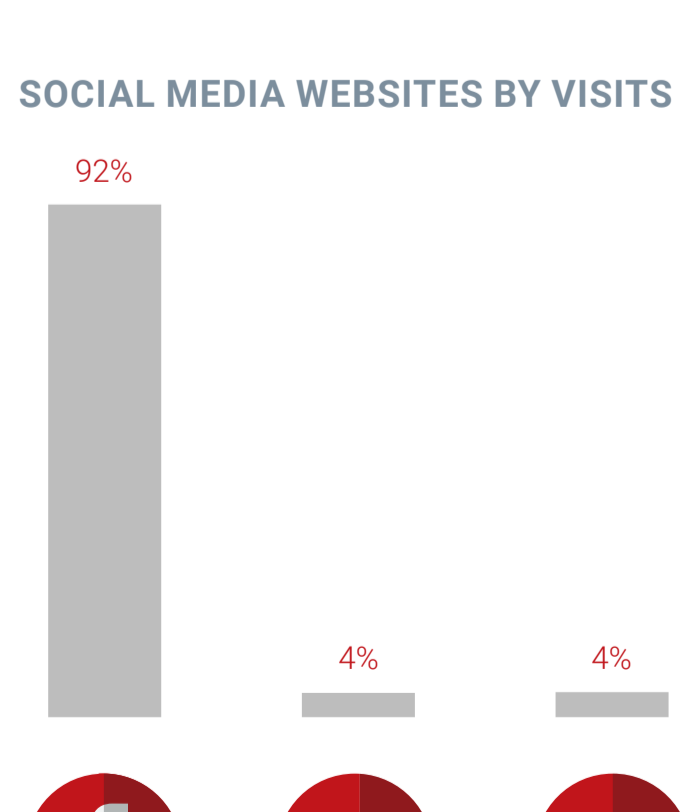
25% PURCHASE VIA MOBILE

Marketing

Retailers spend most of their advertising budget on TV. Recent years have seen digital advertising catch up with radio, and bypass more traditional forms of advertising like newspapers and magazines.



SOCIAL MEDIA WEBSITES BY VISITS (2015):



Mexico is home to 50 million active Facebook users. The average social media user spends 3 hours and 46 minutes on social platforms every day.

Hot Sale Event

Mexico has a number of shopping events where retailers push special offers and promotions. For example, Hot Sale Event runs from May 29th to June 1st and encourages online shopping. Major eRetailers offer slashed prices and deals across electronics and clothing goods.

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.