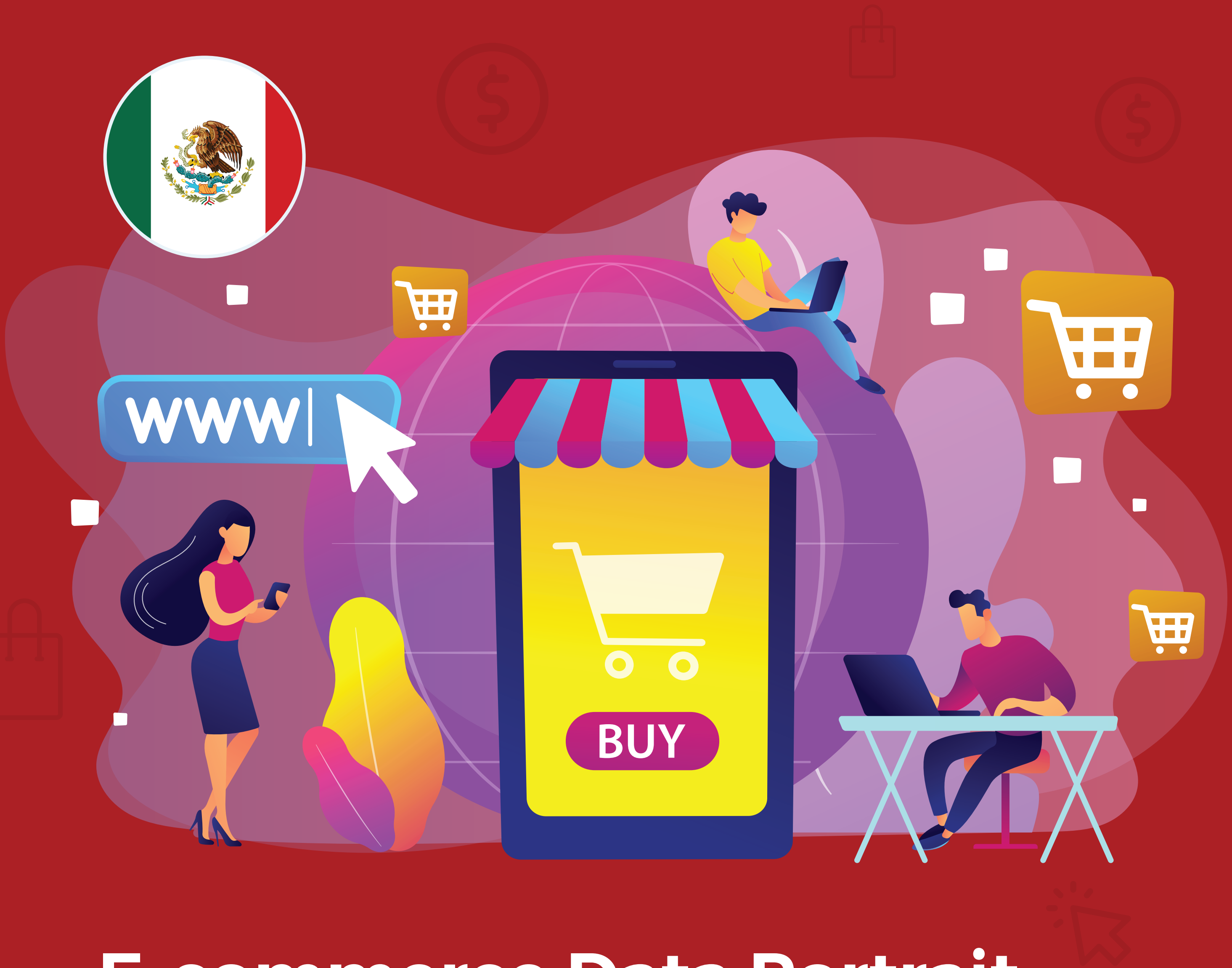


E-commerce Data Portrait of Mexico

How Mexicans buy online

January 2025

PCMI Payments & Commerce Market Intelligence

Current State of E-commerce in Mexico

74% of adults
in Mexico already buy online[1]

US$97 billion
E-commerce volume in Mexico in 2024[2]

Only 49% of the population over the age of 15 has a bank account[3]

30%
Increase in e-commerce sales in 2024[4]

Our data shows e-commerce in Mexico will grow by 24% between 2024-2027 to reach US$184 billion.

Profile of the Mexican online buyer[5]

85% of Mexican consumers purchase their products by combining physical and digital channels

4 out of 10 Mexican consumers purchase products online once a week.

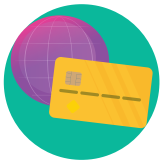
Almost 8 out of 10 Mexican online shoppers have purchased products from international websites

25-34 years
Age range of the regular online buyer

Distribution of payment methods for online purchases in Mexico[6]

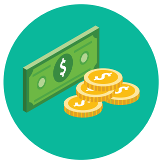
PCMI analysis based on transactional data of payment platforms in the Mexican market, 2024

38% Debit card

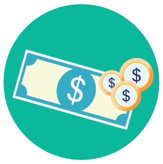


29% Internationally-enabled credit card

10% Digital wallet

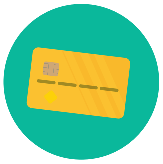


7% Other*

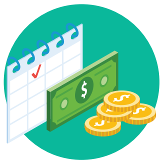


6% Cash payments

6% Bank transfers



2% Domestic-only credit card

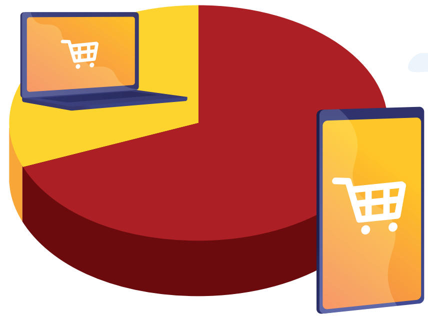


2% Buy Now Pay Later

*Includes gift cards, pay-on-delivery, and other miscellaneous payment methods
The total may not sum up to 100% due to rounding

Devices for purchasing online[7]

PCMI analysis based on online sales volume in Mexico according to the device, 2024



Categories of best-selling e-commerce products in Mexico[8]

Based on the increase in sales during Q3 2024 compared to Q3 2023.

1. Home care **64%**
2. Photography **56%**
3. Gardening **48%**
4. DIY **41%**
5. Fragances & cosmetics **38%**

Top online stores in Mexico[9]

By web traffic in November 2024

1. amazon **167 million**
2. mercado libre **116 million**
3. Walmart **55 million**
4. AliExpress **47 million**
5. Liverpool **47 million**

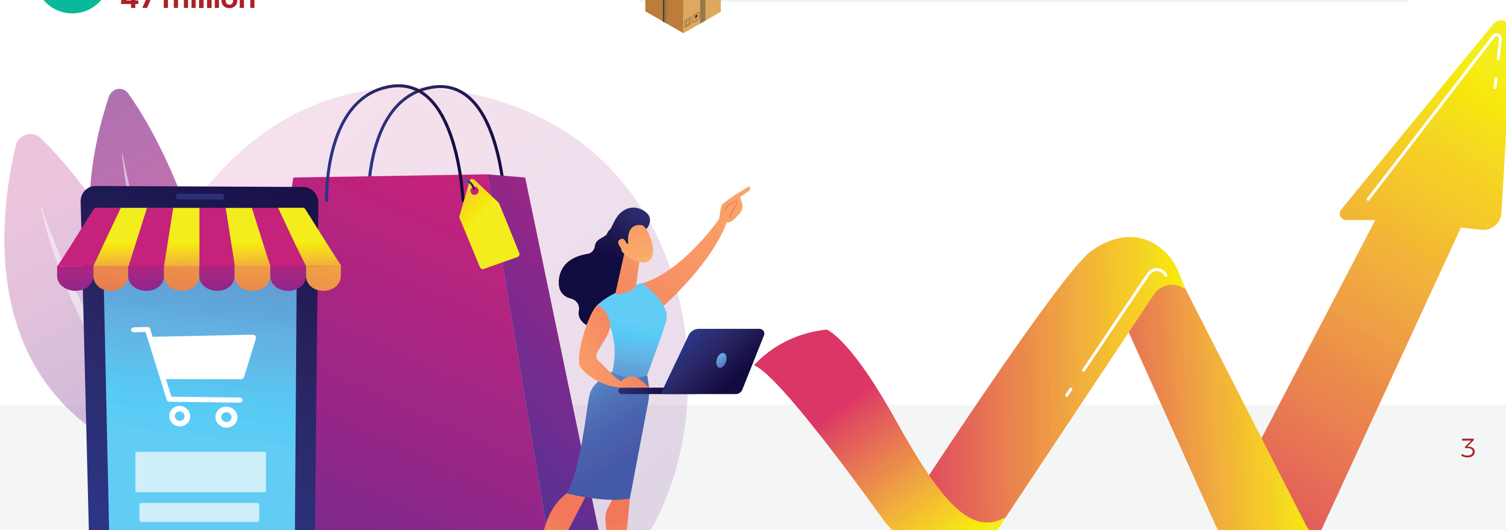
Key data on the Mexican e-commerce market[10]

Retail is the most important vertical in Mexico, capturing **75% of online sales**

Travel is the second most important vertical, capturing **11% of sales**

Domestic stores account for 79% of total e-commerce sales

Cross-border market is projected to grow by 41% in 2025



Next Steps

Part of the data included in this report comes from our most recent edition of The Latin America E-commerce Data Library, a compendium of transactional data obtained by Payments and Commerce Market Intelligence (PCMI) in 15 Latin American markets, including Mexico.

Our data library is completely universal, as it includes data on retail, travel, transportation and home apps, digital goods and services, as well as all payment methods, including cards, wallets, bank transfers and cash. It also shows domestic e-commerce volume compared to cross-border volume, allowing companies looking to expand in LatAm to gauge their growth potential.

You can purchase the standard Latin America E-commerce Data Library report for a particular market such as Mexico or for all 15 markets. Or you can purchase a report customized to your needs, which could include cross-economy comparables and interactive charts.

We have historical data on e-commerce in Mexico since 2016 and projections until 2027.

Click for more information

If you have other questions, you can contact the Managing Director of PCMI:

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Sources cited in this infographic report:

1 PCMI. (2024). E-commerce Data Library

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PCMI Payments & Commerce Market Intelligence

About PCMI

PCMI conducts market intelligence for companies in the payments industry worldwide, helping them make decisions amid rapid industry change. PCMI's founders have more than four decades of experience and have produced +300 studies in over 30 countries.

PCMI conducts customized reports tailored to its clients' investment and project needs, including market sizing, opportunity benchmarking, partner research, customer insights and more.

For more information, please visit: paymentscmi.com