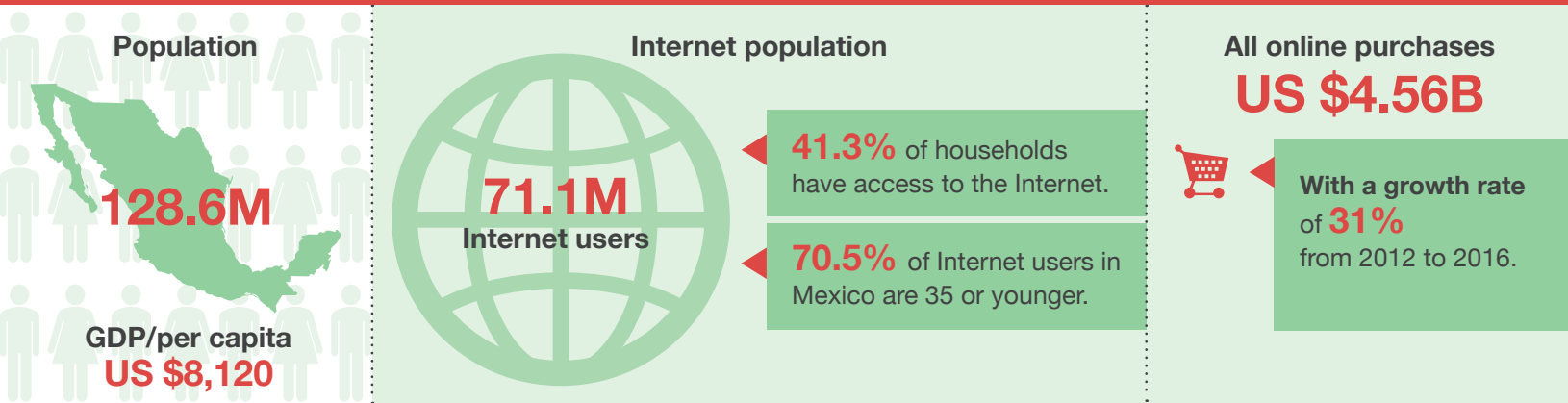


AN OVERVIEW OF E-COMMERCE TRENDS IN MEXICO



BASIC ELEMENTS TO CONSIDER FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs) DOING BUSINESS IN MEXICO VIA E-COMMERCE CHANNELS

QUICK FACTS



CONSUMER SPENDING



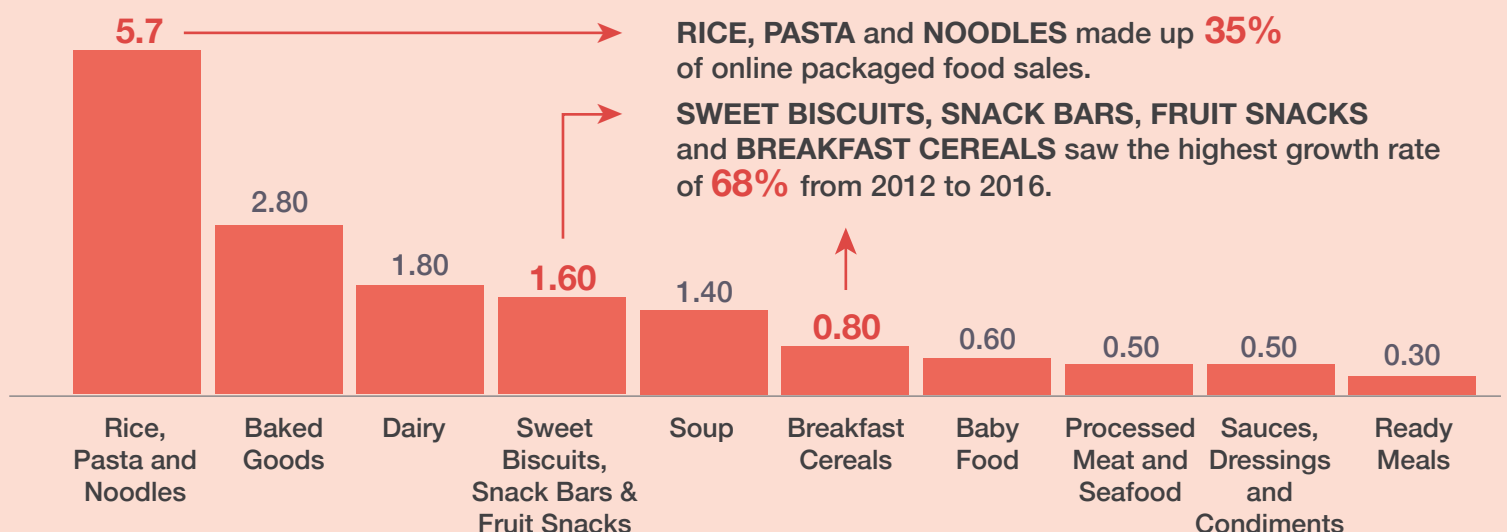
TOP METHOD OF ACCESSING THE INTERNET FOR SHOPPING



➤ **M-commerce** is forecasted to **grow at a rate of 25%** from 2017 to 2021, and to account for **24%** of all internet retail sales by 2021.

➤ The number of mobile Internet subscriptions continued to **increase at a double-digit rate of 35%** from 2012 to 2016.

TOP TEN PACKAGED FOOD SOLD ONLINE IN MEXICO US\$ Millions



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Canada

MEXICAN CUSTOMER BEHAVIOUR & TRENDS

Mexican consumers are starting to shop more online for edible goods due to their busy lifestyles, traffic in urban zones, more reliable access to Internet, and increased awareness of online shopping. This trend is beneficial to Canadian SMEs as there is greater opportunity to sell Canadian products in the Mexican market.

MEXICAN SHOPPERS WANT:

- Free and multiple delivery options
- Interest-free credits, promotional deals, price discounts, and cashbacks through coupons
- Flexible payment options
- Trustworthy brands
- Time-saving solutions



Payment Methods

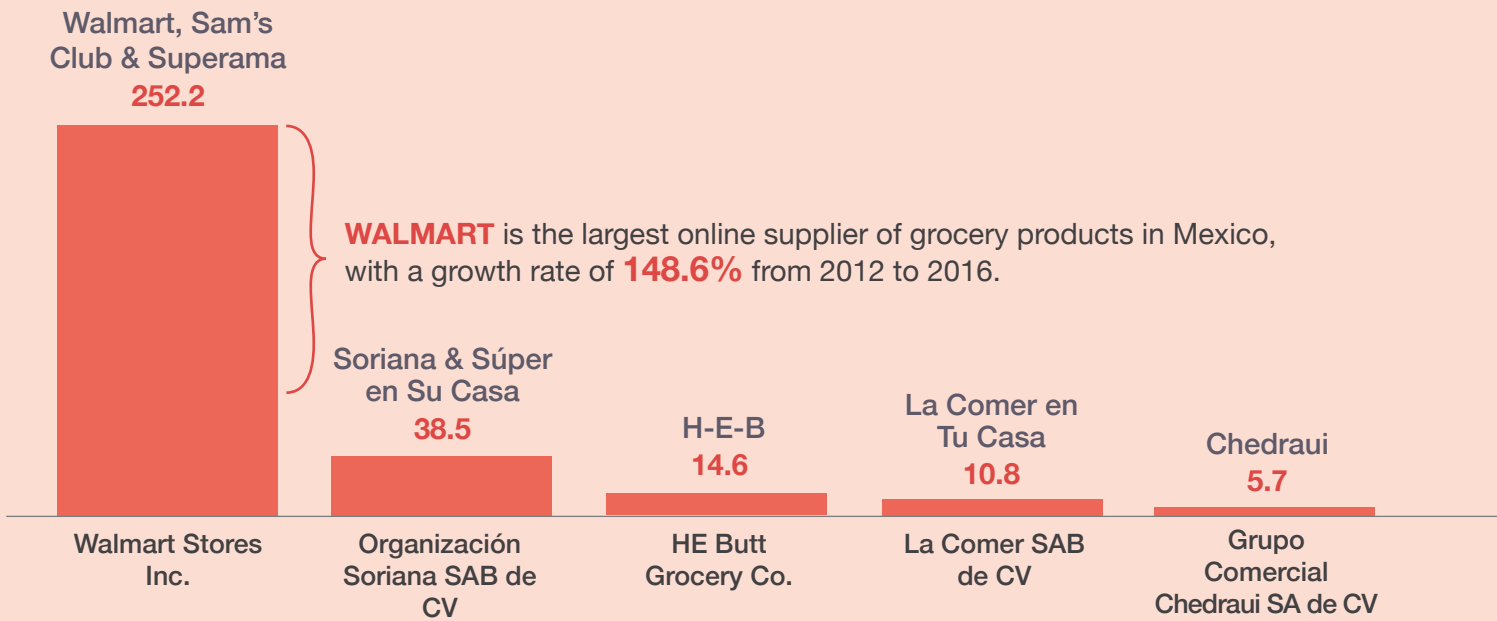
78% of online shopping payments are made online, while the remaining 22% are made offline.

UNDERSTANDING MEXICO’S ONLINE MARKETPLACE



- Mexico’s digital landscape is underdeveloped in comparison to similar countries around the world. However, the government’s National Digital Strategy aims to increase the use of e-commerce.
- Low levels of credit /debit card use and fears about fraud are affecting e-commerce growth.
- Companies are looking at innovative ways to make payments flexible for consumers who prefer to use cash and do not own bank accounts.
- 57% of online consumers shop from websites in other countries due to wider product availability and quality.
- Online purchase decisions are based on price comparisons and delivery fees.
- Online foodservice is expected to grow rapidly due to busy lifestyles and decreasing leisure time.
- Internet retailers, who only sell products online, made up 67% of e-commerce sales, while non-Internet retailers such as hypermarkets/supermarkets made up 33% of e-commerce sales.

MEXICO’S TOP INTERNET RETAILERS SELLING GROCERY ONLINE* US\$ Millions



*Note: Top retailers selling grocery online is according to Euromonitor, Internet retailing in Mexico, 2016 report. Data represents total e-commerce sales.

Source: Euromonitor, 2016.

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