

Retail Digital Indicators

Mexico 2017 - 2018

Mexico's population: 130 Million inhabitants

Digital Retail

- e-commerce value in Mexico by 2015 **16.220 Million Dollars**
- **27% of the population makes online shopping**

- **Market Share by Retailer**
Mercado Libre **9.5%**
Linio **5.8%**
Amazon **5.5%**
Walmart **5.5%**

Growth

- **Digital Growth 2017 - 2018**
Internet Users **12%** (approx 9 Million)
Social Networks Users **9%** (approx 7 Million)
Mobil Users **4%** (3 Million)
Social Groups Users **13%** (approx 9 Million)

Social Networks

The most used are:

Facebook	59%
Youtube	58%
Instagram	36%
Twitter	32%
Google+	32%
Pinterest	22%
Linkedin	18%
Taringa	16%

- **The IM & VoIP most used are:**
Whatsapp **56%**
FB Messenger **45%**
Skype **23%**
Snapchat **18%**

- Currently there are **83 million active users monthly on Facebook**, with a **9%** increase regarding last year

Time & Frequency

People invest approximately **8 hours and 17 minutes at day** on the internet and **3 hours and 39 minutes** accessing internet from their mobile device.

Frequency of internet usage 2017 - 2018

Everyday **78%**
At least once a week **15%**
At least once a month **5%**
Less than once a month **2%**

Conducts / Capacity

internet active Mexicans
85 Million

Internet users in relation to the total population
65%

- **72% of population has a smartphone**
- Mexico has an average internet speed through the **21,7 MBPS** mobile devices exceeding the world average which is of **21,3 MBPS**

Total of active cell phones with internet connection
79.8 Million

Cell phones with internet connection in relation to the total population
61%

65% of the population is an internet user, surpassing the world's average 53%.

- **Users use cell phone to:**
59% Text
58% Watch videos
42% Play videogames
30% Bank transactions
52% GPS