

81%

Was the increase in E-commerce during 2020.



9 out of 10 SMEs sell online

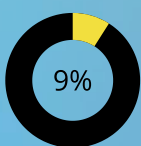
35%

Digital sales for SMEs grew over 10%

E-COMMERCE IN MEXICO



9 out of 10 companies that sell online declare that the online channel is VERY IMPORTANT!



E-commerce represents 9% of the total retail channel.



9 out of 10 SMEs that sell online also do so through other channels.



7 out of 10 buyers are satisfied with buying online.

CONSUMERS



MEXICAN CONSUMER

Maintains stable habits related to the search and purchase of products and services on the internet.



DIGITAL CONSUMER

Recognizes the benefits of buying online, especially because it finds merchandise that is not in a physical store.

45 Years of Age

DIGITAL CONSUMER

It grows in more audiences over 45 years of age, in the female segment.

HABITS



FAVORITE CATEGORIES

- Food delivery
- Fashion and beauty items
- Personal care items
- Pharmacy
- Supermarkets



PROFILES

ABC+ but C/C+ is strengthened



FREQUENCY

The acquisition of products is **weekly** demonstrating the importance of Retail in the lives of consumers.

Source: Study of the Mexican Association of Online Sales

