



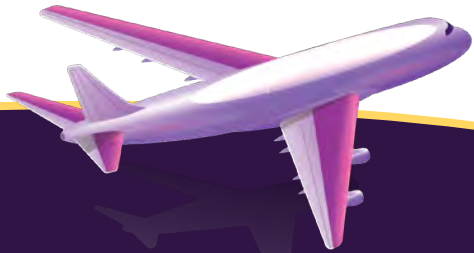
E-Commerce in MEXICO



MARKET OVERVIEW



Population:	127 million
GNI per Capita:	US \$9,430
Ease of Doing Business:	Rank 60/190 Score 72.4/100
Logistics Performance Indicator:	Rank 51/190 Score 3.05/5
Currency:	Mexican Peso \$
Free Trade Agreement:	CUSMA
Official Language:	Spanish
Domain:	.mx



Internet Inclusivity:	Rank 51 / 100
E-Government Development:	Rank 61 / 193
% of Internet Users:	70%
Top 3 Search Engines:	Google 96% , bing 2% , Yahoo! 0.8%
Social Media Stats:	Facebook 82% Twitter 9% , YouTube 4% , Pinterest 4% , Instagram 0.4%
Mobile vs Tablet vs Desktop:	Mobile 56% , Desktop 42% , Tablet 2%
Level of Cross-border E-commerce:	47%
E-commerce Market Value:	US \$ 22.6 billion
E-commerce Payment Methods:	Credit card 45% , cash 17% digital wallet 17% , bank transfer 16% other 5%
Top Payment Services:	Paypal, EBANX, Mercado Pago

E-COMMERCE TRENDS



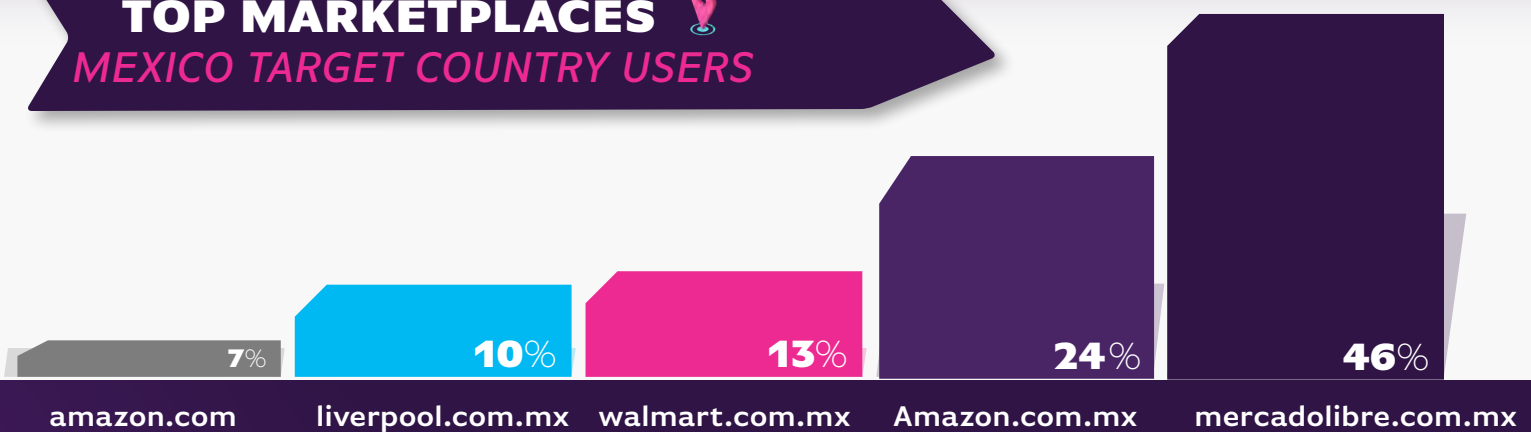
- Mexican consumers enjoy free shipping and are swayed by generous returns policies
- Online consumers are starting to expect between 24 and 48-hour delivery timeframes
- Top incentives for online shoppers are secure payment options, free shipping, and a guaranteed return policy
- 35% of Mexican online shoppers said they had fallen victim to electronic fraud in the last year
- 6 out of 10 Mexican buyers say they feel the risk of electronic fraud has increased



TOP MARKETPLACES



MEXICO TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
mercadolibre.com.mx	B2C/C2C	horizontal-everything	Commission based on cost of sale and type of listing <i>Welcome to Global Selling</i>
amazon.com.mx	B2C/B2C	horizontal-everything	Commission model, subscription model, advertising on the website <i>Mexico tax and regulatory considerations</i>
walmart.co.mx	B2C	horizontal-everything	Referral fee based on product category
liverpool.com.mx	B2C	horizontal-everything	Commission model (domestic only)
amazon.com	B2C/B2C	horizontal-everything	Commission model, subscription model, advertising on the website <i>Amazon Seller Central - Sell on Amazon's North American Marketplaces</i>

E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *FedEx DHL*
- E-commerce Payment Processors: *Paypal EBANX Mercado Pago*
- Digital Marketing Providers: *Elogia SUBE Cliente*
- E-commerce Platform Providers: *Shopify BigCommerce WooCommerce*

E-COMMERCE RELATED LEARNING RESOURCES

Atlantic Online Global Program

- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

Trade Commissioner Services

- § *Doing Business in Mexico*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

Business Development Bank of Canada

- § *E-commerce Toolkit*

Market Resources

- § *AMVO - Mexican Association of Online Shopping*

Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

Other programs

- § *LearnSphere*