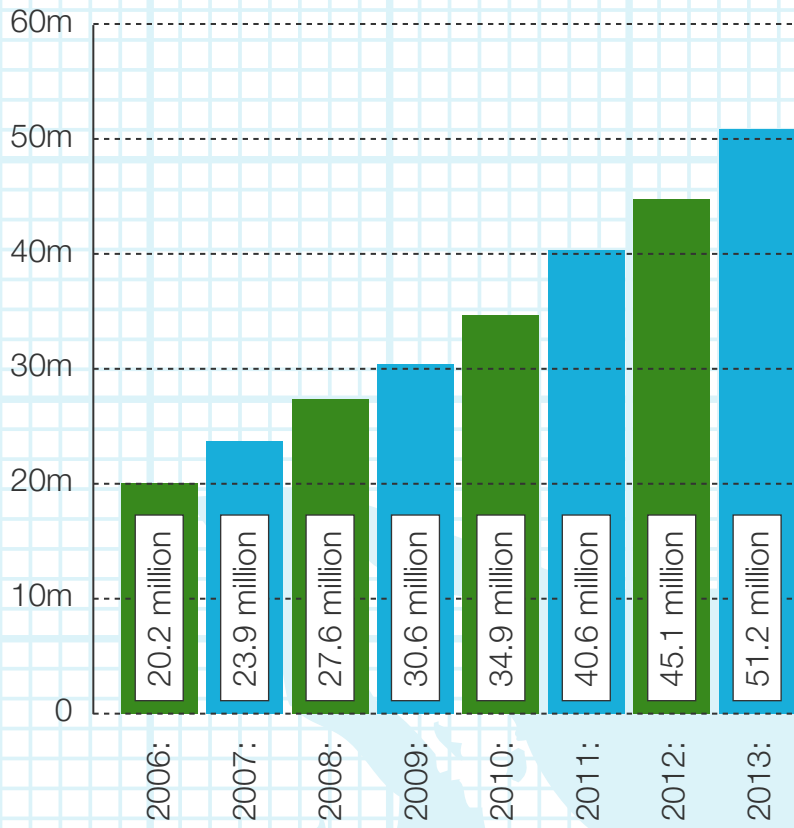


Internet Users in Mexico



Social Media Users: Engagement in Social Media



95.6%

Facebook



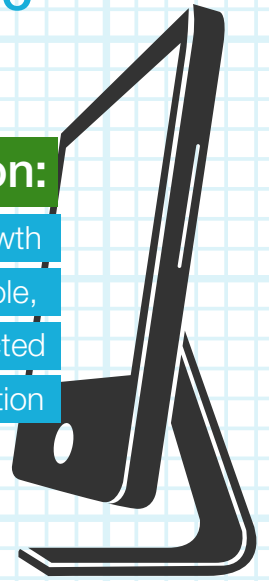
Ecommerce in Mexico

Internet penetration:

While there is plenty of room for growth in the country as a whole, digital purchasing is restricted by internet adoption



Lack of site security confidence



Low-income consumers

25%

of Mexican online shoppers admitted dropping the process because of hidden shipping information



Limited marketing campaigns

including undifferentiated product pricing and promotions

40%

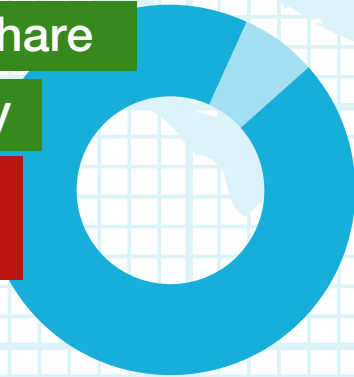
of online orders come from the Federal District and Central Mexico

Search Engines

Google's market share was approximately

93.35%

in August 2010



Cultural Differences/Features

Mexican people speak Spanish

Although Spanish is universally understood in the different countries, there are still instances in which a different word is used to say the same thing:

English	Spain	Argentina
Waiter	Camarero	Mozo
Bus	Autobús	Colectivo
Chile	Mexico	Venezuela
Garzón	Mesero	Mesonero
Micro/Bus	Camión	Buseta/Carrito

Language and localisation are important

Cultural differences between all the Spanish speaking countries should be considered

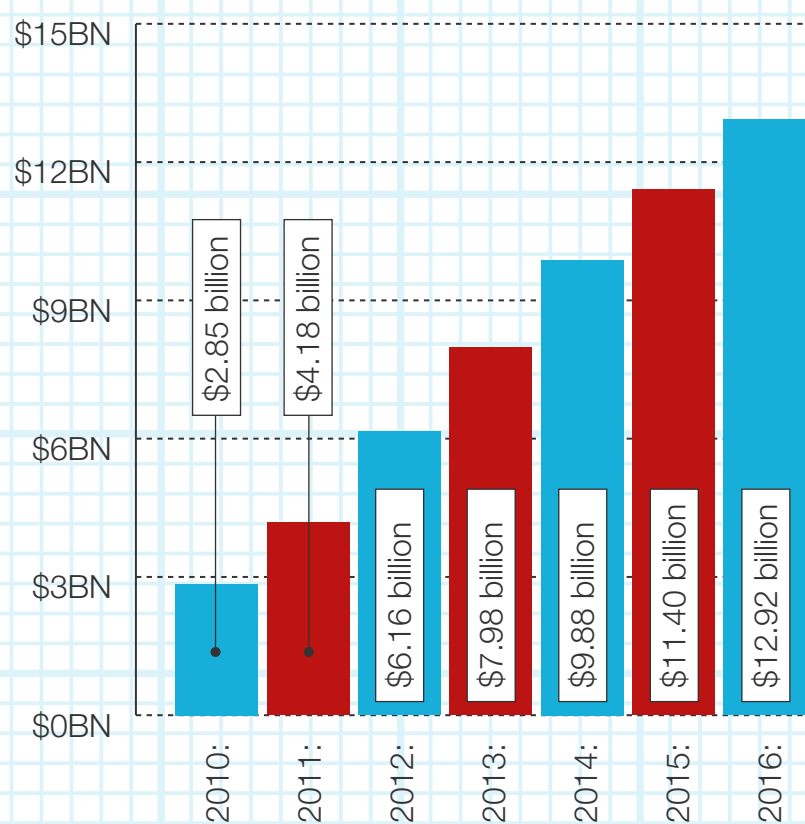
% of Online Sales in Mexico

71%

of internet users

have made at least one digital purchase already

B2C Ecommerce Sales in Mexico



The Most Popular Payment Methods

