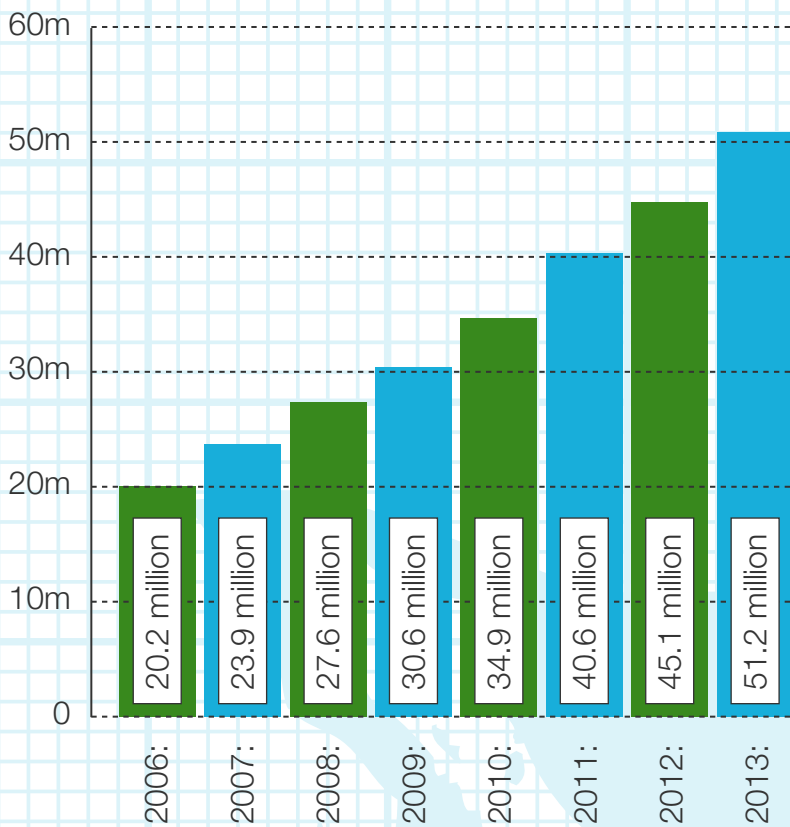


## Internet Users in Mexico



## Social Media Users: Engagement in Social Media



## 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



**Low-income consumers**

**25%**

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



**40%**

of online orders come from the Federal District and Central Mexico

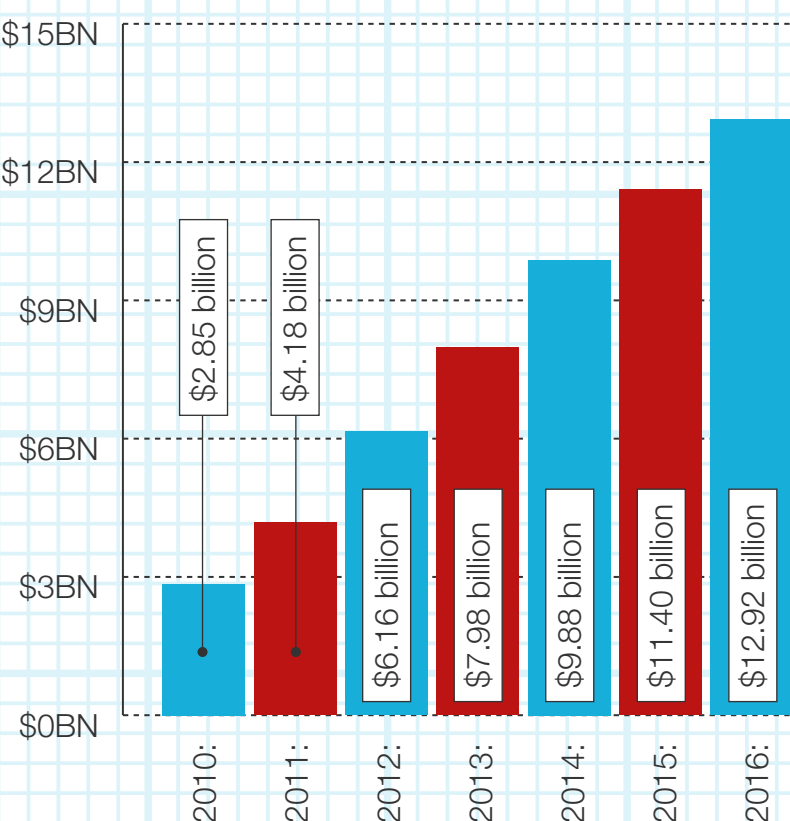
## Search Engines

Google's market share was approximately

**93.35%**

in August 2010

## B2C Ecommerce Sales in Mexico



## 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

## The Most Popular Payment Methods

