

LAC Marketplace Explorer Mexico | Annual Report 2022

Highlights

- Total marketplace traffic reached 4,276 million visits in 2022, down 16.7 per cent from 2021, contracting for the first time since 2019.
- Traffic in both transactional and non-transactional marketplaces dropped.
- Mercado Libre dominates the marketplace landscape, concentrating 31.8 per cent share of total marketplace traffic.
- According to industry sources, B2C e-commerce sales in 2022 were up 23 per cent from 2021.

1. Marketplace activity

Marketplace traffic totaled 4,276 million visits, a 16.7 per cent decrease from the previous year (Figure 1.A). The decline was observed in both transactional and non-transactional sites, which decreased 17.9 per cent and 5.9 per cent y.o.y., respectively (Figure 1.B). Marketplace activity in Mexico is mostly accounted for by global and intra-continental marketplaces, which concentrated 44 per cent and 43 per cent of total traffic, respectively.

According to the Mexican Association of Online Sales, B2C e-commerce sales in 2022 were \$28.8 billion, a 23 per cent increase with respect to 2021 and three times the pre-pandemic level of 2019.

Mexico is the second largest LAC country in terms of marketplace traffic, with an 18 per cent share, after Brazil (Figure 3). In 2022, the percentage of cross-border visits to sites targeting to the country as a share of total visits was 4.9 per cent (Figure 2).

Figure 1. Evolution of marketplace traffic, Mexico, 2019-2022 (million visits)

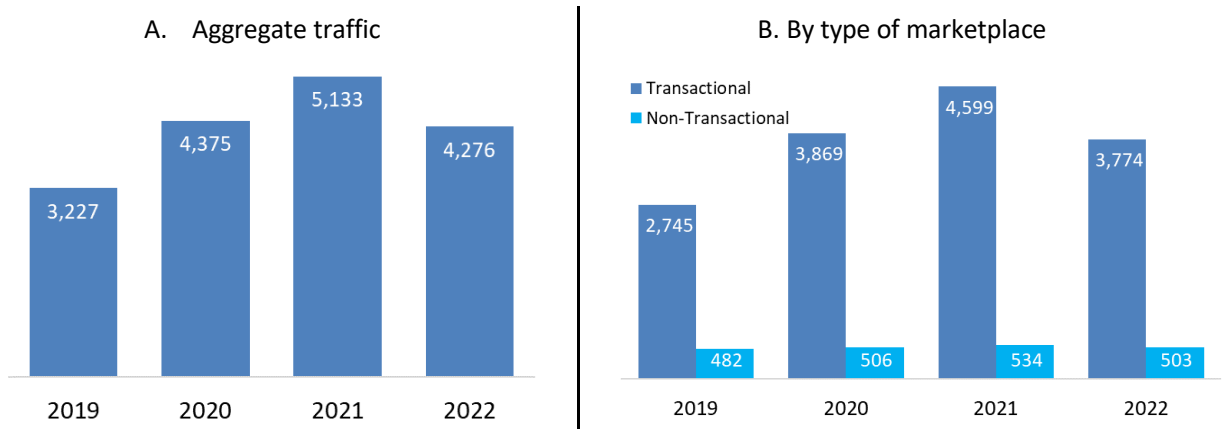
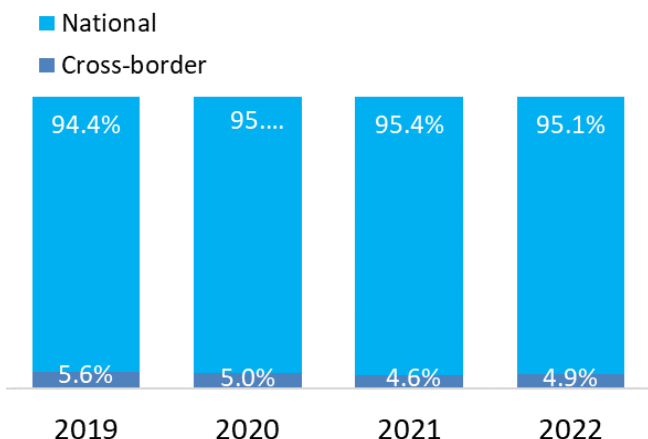
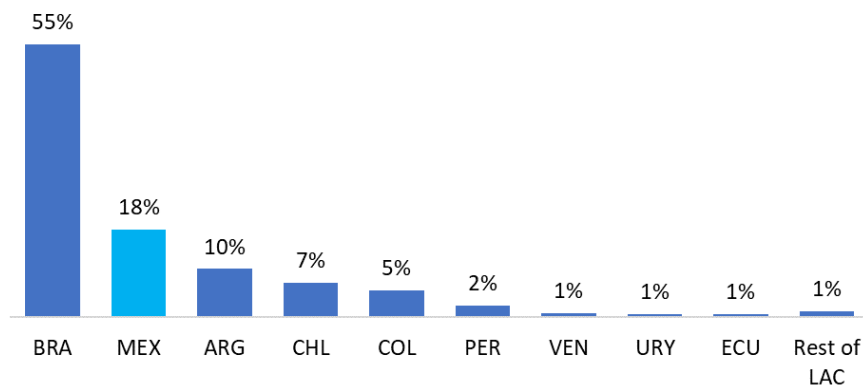


Figure 2. Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Mexico, 2019-2022 (million visits)



Source: LACME.

Figure 3. Distribution of marketplace traffic across countries, LAC, 2022



Source: LACME.

2. Marketplace landscape

In 2022, there were 150 active B2C marketplaces for goods in Mexico. The top 10 most visited marketplaces concentrated 89.1 per cent of total traffic (Table 1). Mercado Libre was the most popular marketplace, with 31.8 per cent of total traffic, followed closely by Amazon, with 25.3 per cent. Traffic from Mexico to foreign global marketplaces stood at 526 million, 1.1 percent higher than in 2021. The most visited global site was Amazon, with 38.3 per cent of total traffic in global marketplaces (Figure 5.B).

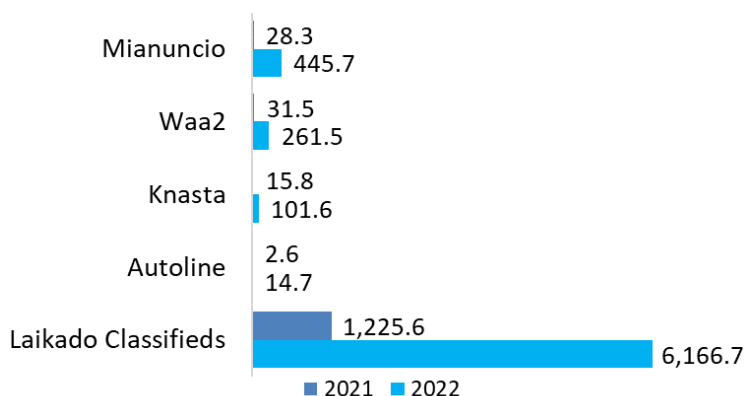
The fastest growing marketplaces in 2022 were Mianuncio, a classifieds site for second-hand goods; Waa2, Autoline and Laikado, all classifieds sites specialized in cars; and Knasta, a classifieds site specialized in homes and cars (Figure 4).

Table 1. Leading marketplaces in Mexico, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Mercado Libre	1,358.9	31.8	-27.0
Amazon	1,081.8	25.3	5.2
Walmart	370.5	8.7	-14.6
Coppel	313.1	7.3	-34.9
Liverpool	232.1	5.4	-16.8
Pepper	179.4	4.2	2.2
Shein	110.6	2.6	-22.3
Sears	66.2	1.5	-23.0
Shopee	51.6	1.2	178.9
Segundamano.mx	47.2	1.1	-32.8
Top-10	3,811.4	89.1	-16.7

Source: LACME.

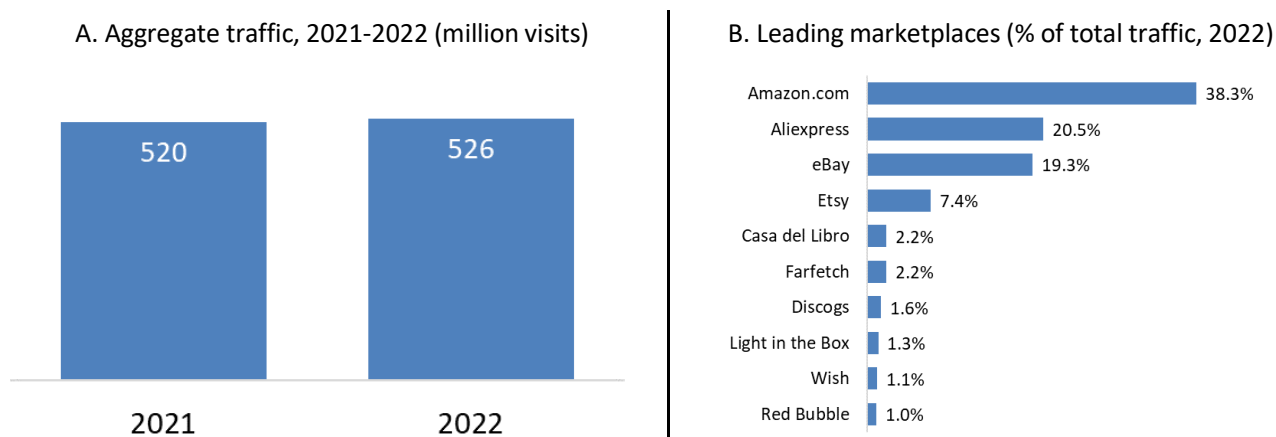
Figure 4. Traffic of fastest growing marketplaces in Mexico, 2021-2022 (thousand visits)



Note: Marketplaces are ordered in decreasing order of percentage annual growth rates.

Source: LACME.

Figure 5. Traffic from Mexico in foreign global marketplaces that ship to Mexico, 2021-2022



Note: Marketplaces include all their country domains (e.g., Amazon includes amazon.es and amazon.fr).

Source: LACME.

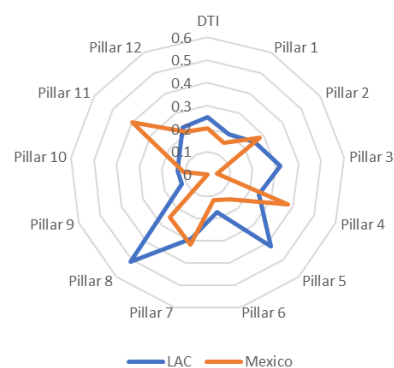
Table 2. Selected e-commerce environment indicators, Mexico, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	77.9	80.5	86.4	87.9
Population using the Internet (%)	69.6	71.5	75.6	-
Cross-border e-commerce (% of online sales)	20.0	18.0	9.0	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	0.3	-	-	-
Integrated Index of Postal Development	36.5	35.1	33.0	46.8

Source: OECD, ECLAC, World Bank, Ebanx, UPU, DTI Project.

3. Regional digital trade integration index

From the analysis of relevant policies for the integration of digital trade, the Regional Digital Trade Integration Index (RDTII) shows Mexico's performance, compared to other LAC countries. The analysis integrates the scores of 12 pillars using a simple average method, where each pillar of the DTII is the weighted average of the indicator-level scores. Indicator scores range from "0" to "1" (where 0 indicates a better integration index) and are based on a review of existing policies and regulations, including those for ICT goods, intermediate goods, and inputs; digital delivery services; foreign investment in sectors relevant to digital trade; and use of personal data. The framework covers two components of digital trade policies, namely restrictions and enabling policies.

Figure 6. RDTI – pillar scores, Mexico and LAC**Table 3. RDTI – pillars scores**

	LAC	Mexico
DTI index	0.25	0.20
Pillar 1: Tariffs and trade defense	0.20	0.15
Pillar 2: Public procurement	0.25	0.28
Pillar 3: Foreign Direct Investment	0.32	0.04
Pillar 4: Intellectual Property Rights (IPRs)	0.24	0.38
Pillar 5: Telecom infrastructure & competition	0.42	0.15
Pillar 6: Cross-border data policies	0.17	0.12
Pillar 7: Domestic Data policies	0.29	0.32
Pillar 8: Intermediary liability	0.51	0.25
Pillar 9: Content access	0.12	0.00
Pillar 10: Quantitative trade restrictions	0.13	0.10
Pillar 11: Technical standards	0.15	0.40
Pillar 12: Online sales and transactions	0.23	0.21

Source: Digital Trade Integration Project.

Mexico's main strengths include
Among the key recommendations,

Additional resources

Mexico

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/MEXICO.pdf>
- U.S. International Trade Administration Country Commercial Guide
<https://www.trade.gov/country-commercial-guides/mexico-ecommerce>
- Digital Trade Integration Project Country Profile
<https://dti.eui.eu/database/?country=MX&country2=&chapter=&enablingOrRestrictions=ER&v=2>
- Mexican Association of Online Sales
<https://www.amvo.org.mx/>

Latin America and the Caribbean

- Digital Agenda for Latin America and the Caribbean (eLAC 2024)
<https://www.cepal.org/en/projects/digital-agenda-latin-america-and-caribbean-elac2024>
- eTrade for all news and resources
<https://etradeforall.org/es/noticias/>
- International Trade Centre Country Profiles
<https://marketanalysis.intracen.org/en/country-profile>

About the LAC Marketplace Explorer

The Latin America and the Caribbean Marketplace Explorer maps and monitors activity on retail e-commerce marketplaces across the region. It covers visitor traffic and other main characteristics of almost 900 marketplaces and more than 2,900 marketplace websites. It was developed by the ecomConnect team at the International Trade Centre (ITC), the United Nations Economic Commission for Latin America and the Caribbean (UN-ECLAC), and the Centre for Market Insights of the Amsterdam University of Applied Sciences, with the support of the Forum for East Asia-Latin America Cooperation (FEALAC). Learn more and explore the data at <https://www.cepal.org/en/notes/latin-america-and-caribbean-marketplace-explorer-lacme>.