

# Latin America e-Readiness report

# Mexico

41.3

E-READINESS INDEX

Every two years Visa conducts a strategic review of e-Readiness in Latin America in partnership with Euromonitor International. This helps identify areas of opportunities as well as encourage Internet adoption.

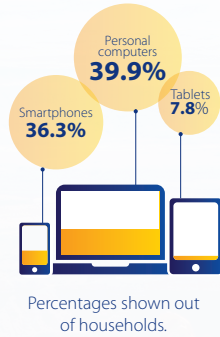
## Overview

Mexico is the second-largest e-Commerce market in Latin America. Even with this and the second largest e-Readiness score, further development will be bolstered by upcoming improvements to regulatory frameworks.

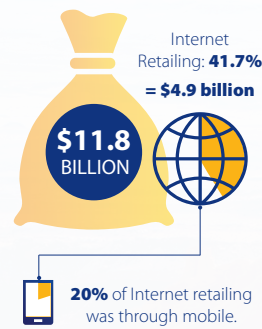
## Population



## Device Possession



## 2015 e-Commerce Market Value



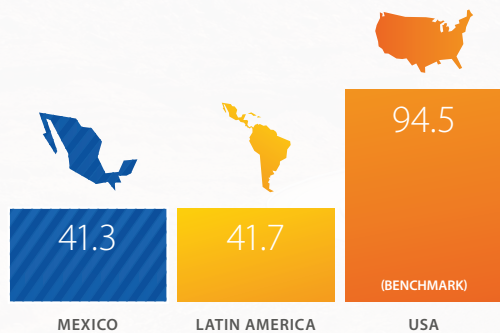
## 2020 Forecast

The e-Commerce market value is set to increase annually by:<sup>1</sup>

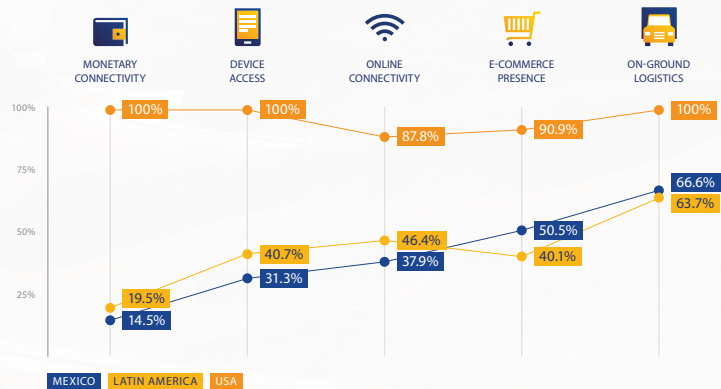


## Index

The e-Readiness index helps to measure how developed e-Commerce is in a particular country or region.



## Index breakdown



## Consumer profiles

Over half of Mexicans fall into the Traditionalist and Spectator profiles, meaning they very rarely shop online.

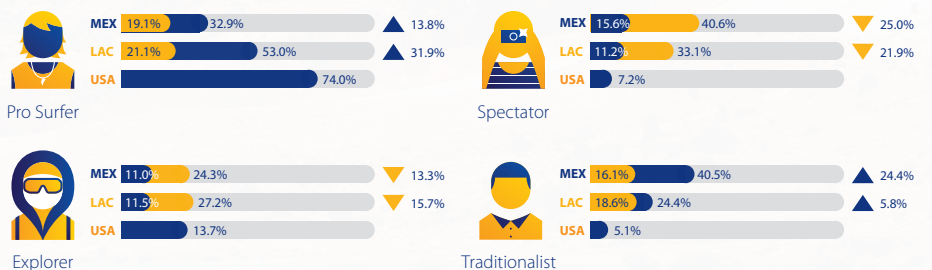
### Leading profile

#### The Traditionalist

Avg. age: 44.7 years  
 Avg. monthly income: US \$418  
 Avg. time spent online per day: 3.6 hours

## Profile breakdown

MEX Mexico LAC Latin America USA United States of America



<sup>1</sup> Compounded Annual Growth Rate (CAGR) All statistics from "e-Readiness in Latin America, 2016", a report prepared for Visa Inc. by Euromonitor International