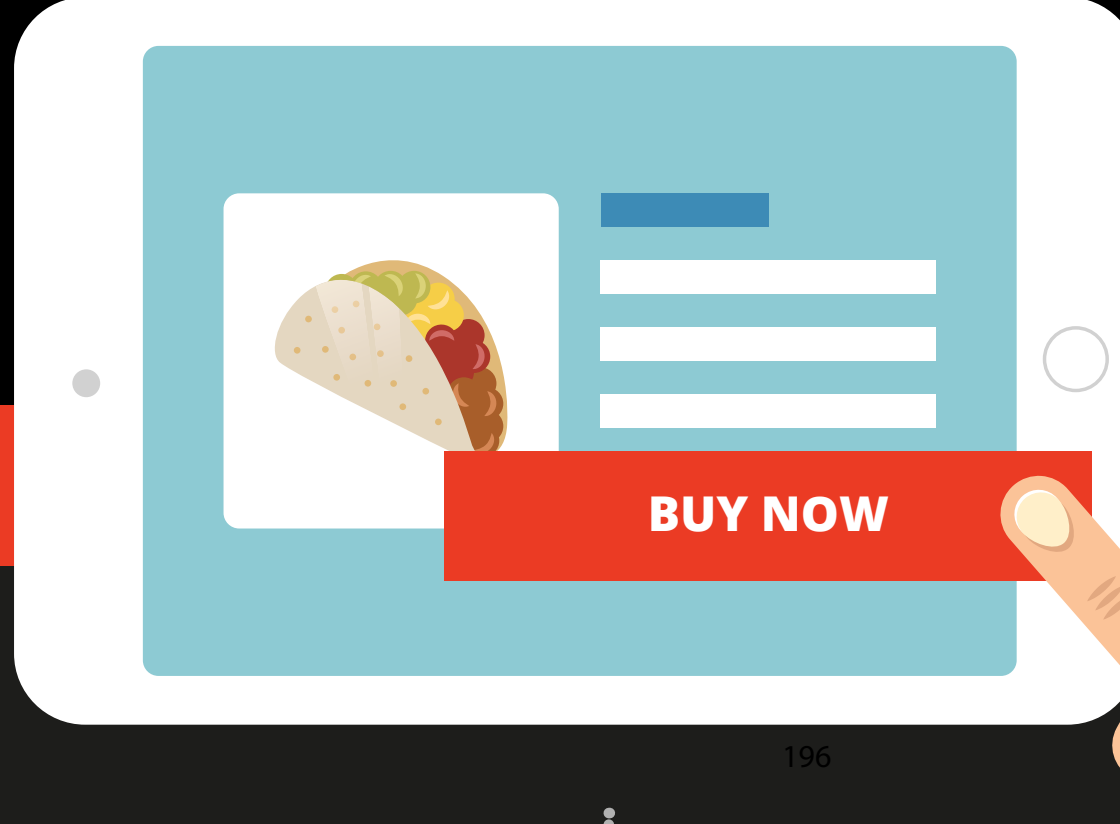


E-COMMERCE MARKET OPPORTUNITIES

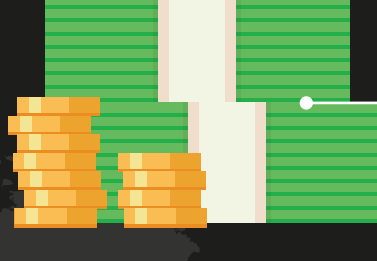


MEXICO

FACTS & FIGURES



93.2M
PEOPLE OVER
THE AGE OF 15



\$16.9B
TOTAL ONLINE
SPENDING PER
YEAR

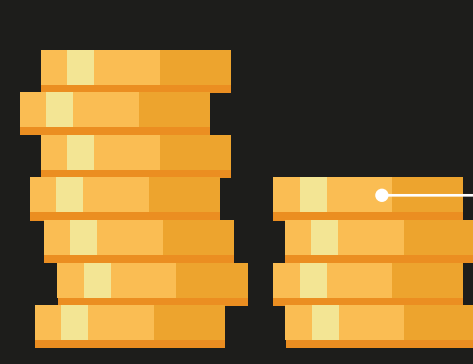
16.2M
E-SHOPPERS



41.7M
INTERNET
USERS

\$819
AVERAGE SPEND
OF AN E-SHOPPER
PER YEAR

E-COMMERCE GDP OVERVIEW



\$1.14T
TOTAL GDP

1.2%
SHARE OF
E-COMMERCE
IN GDP



RANKING TURNOVER

GROWTH COMPARED TO PREVIOUS YEAR

\$595.1B

+12%

\$35.7B

+13%

\$13.3B

+30%

1

2

3

UNITED STATES

CANADA

MEXICO

INTERNET PENETRATION

TOTAL INTERNET USAGE PER COUNTRY

88%

229.6M

1

UNITED STATES

88%

26.6M

2

CANADA

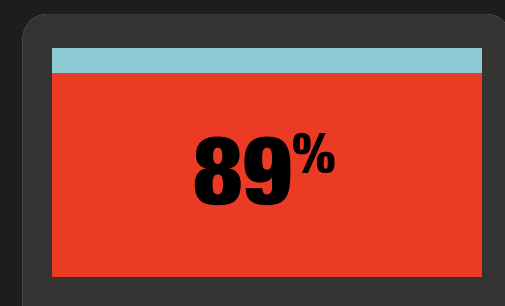
45%

41.7M

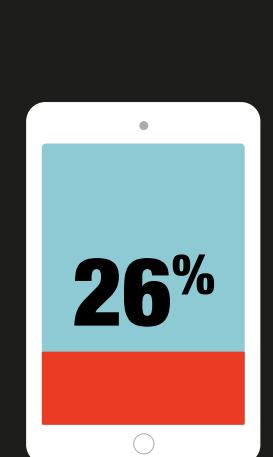
3

MEXICO

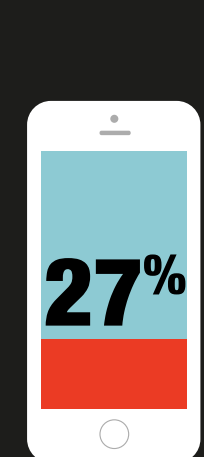
E-COMMERCE USE BY DEVICE



DESKTOP

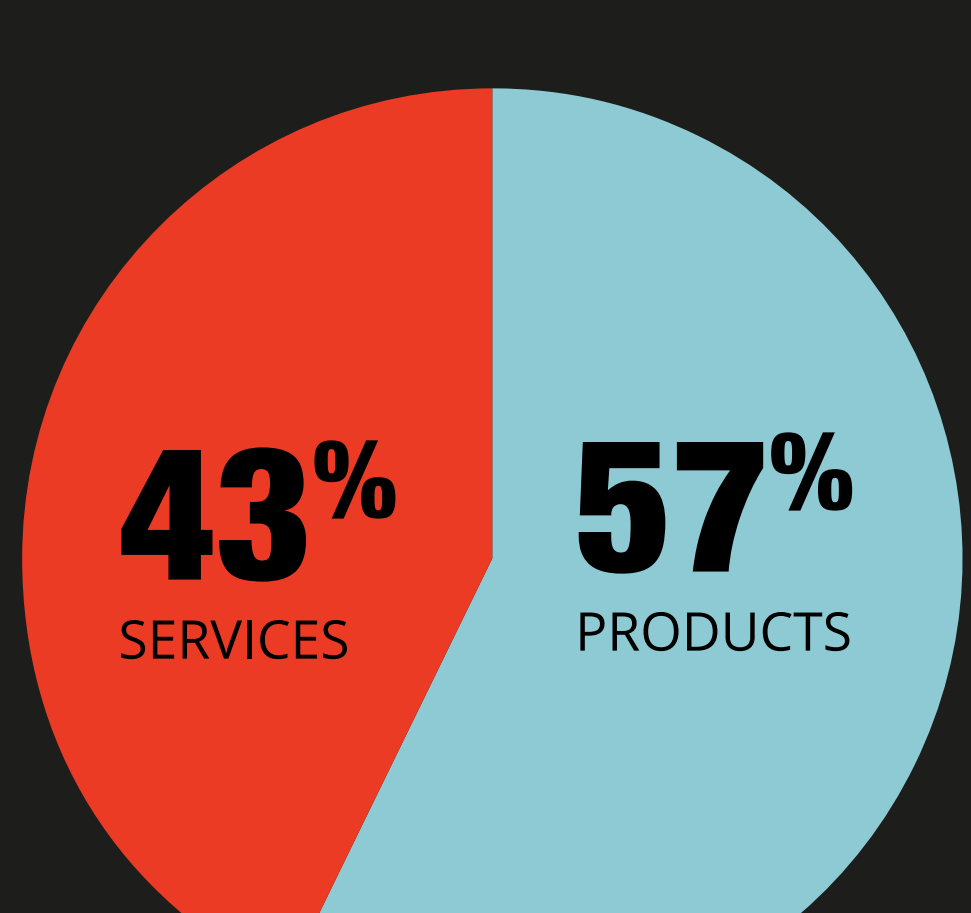


TABLET



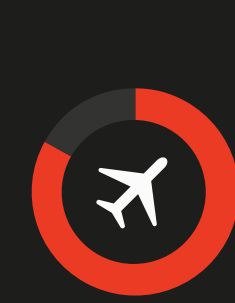
MOBILE

POPULAR E-COMMERCE INDUSTRIES & CATEGORIES

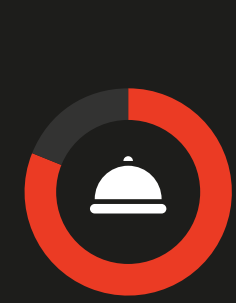


43%
SERVICES

57%
PRODUCTS



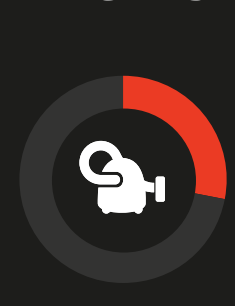
70%
TRAVEL FLIGHT
TICKETS



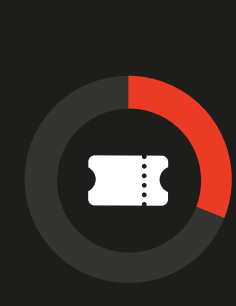
47%
TRAVEL HOTEL



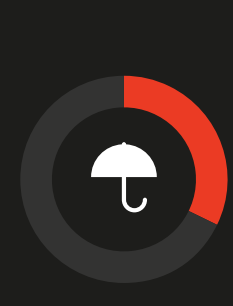
23%
CLOTHING



20%
LARGE HOME
APPLIANCES



19%
EVENT TICKETS



14%
INSURANCE

TOP PICK E-COMMERCE BRANDS



LINIO



TRIVAGO



CYBERPUERTA



NETSHOES



ÖSOM



LET'S GET STARTED



PASEO DE LA REFORMA, TORRE 1, SUITE 1821
CUAUHTÉMOC | CIUDAD DE MEXICO 06600
MEXICO

+52 155 12537574
INFO.MX@TRADETRACKER.COM

WWW.TRADETRACKER.COM