



**Euromonitor  
International**

# Retail E-Commerce in Mexico

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Promotional seasons key to growth in retail e-commerce in Mexico  
Mercado Libre and Amazon continue to lead Mexico’s e-commerce landscape  
Shein and Temu will now pay added tax for all imports into the country, and local consumers gain trust in online payments

PROSPECTS AND OPPORTUNITIES

E-commerce will continue to expand thanks to digital innovation  
Tariffs imposed by US government may boost local e-commerce growth  
Local retailers invest more to gain traction in e-commerce sales

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Retail in Mexico - Industry Overview

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Artificial intelligence spearheads innovation in Mexico’s retail landscape  
Investing in omnichannel capabilities is key for success  
What next for retail?

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