



E-Commerce in Mexico

Overview:

Mexico has the second largest internet market in Latin America (after Brazil), according to Internet World Stats. However, e-commerce has been slower to develop in Mexico than in other Latin American nations, such as Brazil and Chile, because many Mexicans began using the internet more recently, according to the Economist Intelligence Unit (EIU). Mexican e-commerce is growing faster in the business-to-business (B2B) and government-to-business (G2B) sectors than in the business-to-consumer (B2C) arena, according to the U.S. Commercial Service 2009 report *Doing Business in Mexico*. The report notes that the biggest e-commerce opportunities are in providing services to automate companies' communications with clients and suppliers. The leading products/services sold online are plane tickets, computers, show tickets, bank transactions, and government services, according to the Mexican Internet Association (AMIPCI).

There are no e-commerce specific tax policies. Goods and services sold online are subject to all regular value-added taxes and applicable customs duties. Collection of taxes from online companies has been difficult, according to the EIU.

Statistics:

E-Commerce Sales

E-Commerce B2C sales grew by 78% between 2006 and 2007 and were projected to grow by 70% between 2007 and 2008, according to AMIPCI. The main reasons cited for this increase were growth in online sales of airline tickets and an increase in the number of Mexican citizens engaging in e-commerce.

B2C E-Commerce Sales

	2006	2007	2008*
Millions USD	\$537	\$955	\$1,621
% Tourism	66%	72%	
% Consumption	34%	28%	

*Estimated

Source: Mexican Internet Association (AMIPCI)

Payment Methods (Percent of Total B2C E-Commerce Payments)

	Credit Card	Deposit/Online Transfer	COD/Cash	PayPal	Affinity Card	Others
2006	68%	14%	14%	1%	1%	1%
2007	70%	14%	13%	1%	1%	2%

Source: Mexican Internet Association (AMIPCI)

Technological Readiness

The World Economic Forum's 2009 *Global Competitiveness Report* ranked Mexico 71st out of 134 economies in terms of technological readiness, placing it 12th among the 22 ranked Latin American and Caribbean nations.

Internet Use

Twenty-six percent of Mexican's used the internet in 2008, according to the Internet Association of Mexico (AMIPCI). AMIPCI estimates the urban penetration rate at 36.6 percent and the growth rate at 17.5 percent. AMIPCI also found that 59 percent of PCs are connected to the internet.

Trustmark Program:

The Mexican Internet Association (AMIPCI) provides an online Trustmark and digital certification to businesses that meet certain standards of legitimacy and privacy protection. This online seal can be displayed on a company's website to help establish the company's credibility and trustworthiness. As of September 2009, 315 companies were listed as having received trustmarks on AMIPCI's website. To receive a Trustmark, companies must have a website that displays a physical business address, a contact number, privacy policies, and uses Secure Socket Layer (SSL) for online financial transactions. Companies must also pay a fee which varies depending on the registration length from US\$185 for 1 year to US\$465 for three years. Interested businesses can visit <http://www.sellosdeconfianza.org.mx/> to learn more about the Trustmark program.

Registering a Domain:

Mexican domain names (.mx) can be registered at <http://www.nic.mx/>. Fees for registering a domain range from USD\$35 for one year to USD\$155 for 5 years.

Data Privacy Policies:

LAW(s)/REGULATION(s)	KEY DETAILS	NEW DEVELOPMENTS	GOVERNMENT CONTACT
No comprehensive law Federal Consumer Protection Law Federal Law of Transparency and Access to Government Public Information (LFTAIPG) Article 16 of the Constitution	Federal Consumer Protection Law requires data access and the provision of the identity of parties to which data is transferred. Requires direct marketers to provide their contact information and gives individuals the right to refuse directed advertising by mail or email. Administered by the Office of the Federal Attorney for Consumer Protection (PROFECO) Article 16 of the constitution provides the right to access, correct, or cancel personal data, with exceptions for national security, public safety and third party rights	EU-like legislation (including the Federal Personal Data Protection Bill) has been introduced but not passed. On April 21, 2009, the Chamber of Deputies approved a reform to Article 16 of the Constitution, providing data privacy rights Link to Reform Implemented an APEC Data Privacy Individual Action Plan in 2006 and endorsed APEC's 2005 Privacy Framework Link to Action Plan	Federal Institute of Access to Public Information (IFAI) Tel. (55) 5004 24 00 01 800 8354324 Office of the Federal Attorney for Consumer Protection (PROFECO) Tel. (55)5625 6700 webmaster@pro.gob.mx

Contacts:

American Chamber of Commerce Mexico; Tel: Mexico City - (52-55) 5141-3800, Guadalajara - (52-33) 3634-6606, Monterrey - (52-81) 8114-2000; Internet: <http://www.amcham.com.mx/>

Mexican E-commerce Association (Asociación Mexicana para Comercio Electrónico—Amece); Tel: (52.55) 5249-5200; Fax: (52.55) 5249-5229; Internet: <http://www.amece.org.mx/amece/>

Mexican Internet Association (Asociación Mexicana de Internet—AMIPCI); Tel: (52.55) 5559-8322; Fax: (52.55) 5559-8331; Internet: <http://www.amipci.org.mx/contacto.php> (Spanish only)

Ministry of Economy (Secretaría de Economía); Tel: (52.55) 5729-9100; Fax: (52.55) 5729-9314; Internet: <http://www.economia.gob.mx/?P=370>. The Ministry of Economy chairs the National Foreign Investment Commission (Comisión Nacional de Inversiones Extranjeras—CNIE)

Ministry of Foreign Affairs (Secretaría de Relaciones Exteriores—SRE); Tel: (52.55) 3686-5100; Internet: <http://www.sre.gob.mx/english/>

National Copyright Institute (Instituto Nacional del Derechos de Autor); Tel: (52.55) 5230-7640/7646; Internet: <http://www.sep.gob.mx/wb/sep1/indautor> (Spanish only)

North American Development Bank (NADB), Texas, US; Tel: (210) 231-8000; Fax: (210) 231-6232; Internet: <http://www.nadbank.org>

Tax Administration Service (Servicio de Administración Tributaria—SAT); Tel: (52.55) 5228-2500; Internet: <http://www.sat.gob.mx> (Spanish only)

U.S. Commercial Service Mexico; Tel: Mexico City - 52 (55) 5140-2651 ext. 52, Guadalajara - 52 (33) 3615-1140 ext. 102, Monterrey - 52 (81) 8047-3450, Tijuana - 52 (664) 622-7495; Internet: <http://www.buyusa.gov/mexico/en/>

United States-Mexico Chamber of Commerce; Tel: (52.55) 5203-2949; Fax: (52.55) 5203-2942; Internet: <http://www.usmcoc.org>

Compiled by Caitlin Fennessy (Office of Technology and E-Commerce, International Trade Administration, U.S. Department of Commerce - 202-482-0396).