



DIGITAL 2021

MEXICO

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND
HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE

we
are
social



**we
are
social**



Hootsuite®



IMPORTANT NOTES ON CHANGES TO DATA

Findings published in this report use the latest available data at the time of production. In order to provide the most accurate and up-to-date information, we have changed the sources we use to inform some of the numbers, and we have also changed the ways in which we calculate certain values. Consequently, various figures in this report **will not be comparable** with similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** in the footnotes of each relevant slide, and in some cases we've also added an alert beneath the chart's headline. In particular, please note that we **no longer include data sourced from social media platforms** in our internet user figures. As a result, the internet user numbers in this year's reports may appear lower than those in previous reports, but this does not necessarily imply an actual drop in internet users. We have recalculated historical internet user figures in order to provide accurate growth figures in this year's reports, but **overall values will not be comparable** with data published in previous reports in this series. Please also note that **social media user numbers may not represent unique individuals**, because some people may manage multiple social media accounts, and because some active social media accounts may represent 'non-human' entities such as animals, groups and organisations, locations, and more. As a result, the figures we publish for social media users may **exceed** the figures we publish for internet users. This may seem counter-intuitive, but the numbers in such instances are not incorrect. Separating social media user numbers from internet user numbers in this way allows readers to make more informed choices, and enables them to use the data that has the greatest relevance to their needs. Please see the complete list of data sources at the end of this report for further details.



DIGITAL 2021

GLOBAL OVERVIEW REPORT

THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE
THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE

we
are
social



Hootsuite



DIGITAL 2021

LOCAL COUNTRY HEADLINES

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

we
are
social



Hootsuite

[CLICK HERE](#) TO READ OUR DIGITAL 2021
GLOBAL OVERVIEW REPORT, WITH CLOSE
TO 300 PAGES OF ESSENTIAL CHARTS AND
INSIGHTS FROM AROUND THE WORLD

[CLICK HERE](#) TO READ OUR DIGITAL 2021
LOCAL COUNTRY HEADLINES REPORT,
WITH ESSENTIAL DIGITAL OVERVIEWS
FOR EVERY COUNTRY IN THE WORLD

CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NETHERLANDS	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NEW CALEDONIA	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW ZEALAND	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NICARAGUA	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NIGER	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGERIA	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIUE	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	MADAGASCAR	NORFOLK IS.	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MALAWI	NORTH MACEDONIA	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALDIVES	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALI	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALTA	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MARSHALL IS.	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARTINIQUE	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MAURITANIA	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MEXICO	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MICRONESIA	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MOLDOVA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MONACO	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONGOLIA	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONTENEGRO	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTSERRAT	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MOROCCO	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOZAMBIQUE	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MYANMAR	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	NAMIBIA	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAURU	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NEPAL	ST. HELENA	TAIWAN	ZIMBABWE



GLOBAL HEADLINES

JAN
2021

GLOBAL DIGITAL HEADLINES

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE AROUND THE WORLD

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



7.83
BILLION

URBANISATION:

56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:

66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:

59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:

53.6%



we
are
social



JAN
2021

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN GLOBAL DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



we
are
social

+1.0%

JAN 2021 vs. JAN 2020

+81 MILLION

UNIQUE MOBILE
PHONE USERS



+1.8%

JAN 2021 vs. JAN 2020

+93 MILLION

INTERNET
USERS*



+7.3%

JAN 2021 vs. JAN 2020

+316 MILLION

ACTIVE SOCIAL
MEDIA USERS*



+13.2%

JAN 2021 vs. JAN 2020

+490 MILLION

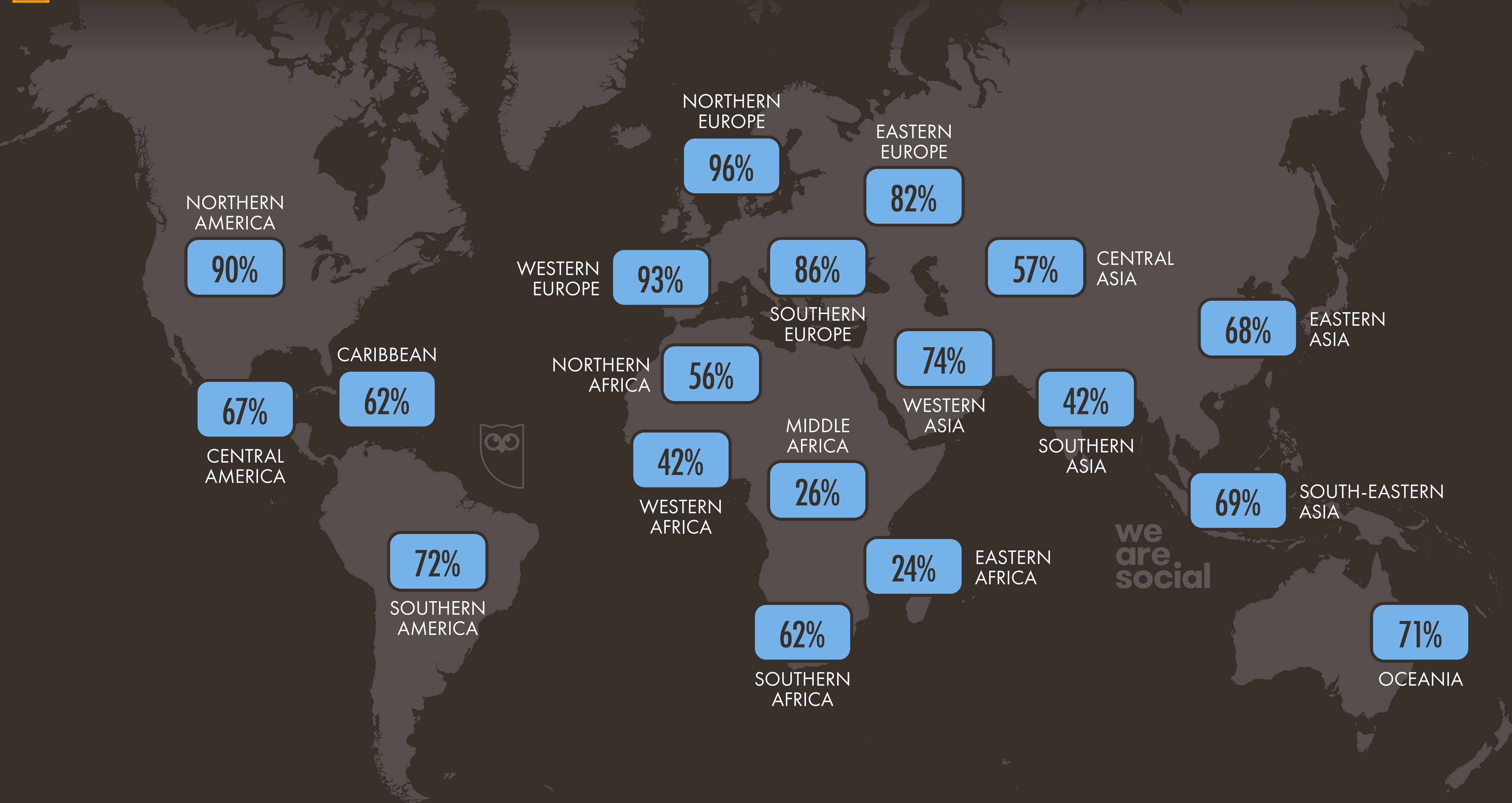


JAN
2021

INTERNET USERS vs. TOTAL POPULATION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION

⚠️ INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N.
ADVISORIES: INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS. **NOTES:** PERCENTAGES REPRESENT SHARE OF TOTAL POPULATION. REGIONS BASED ON THE UNITED NATIONS GEOScheme.

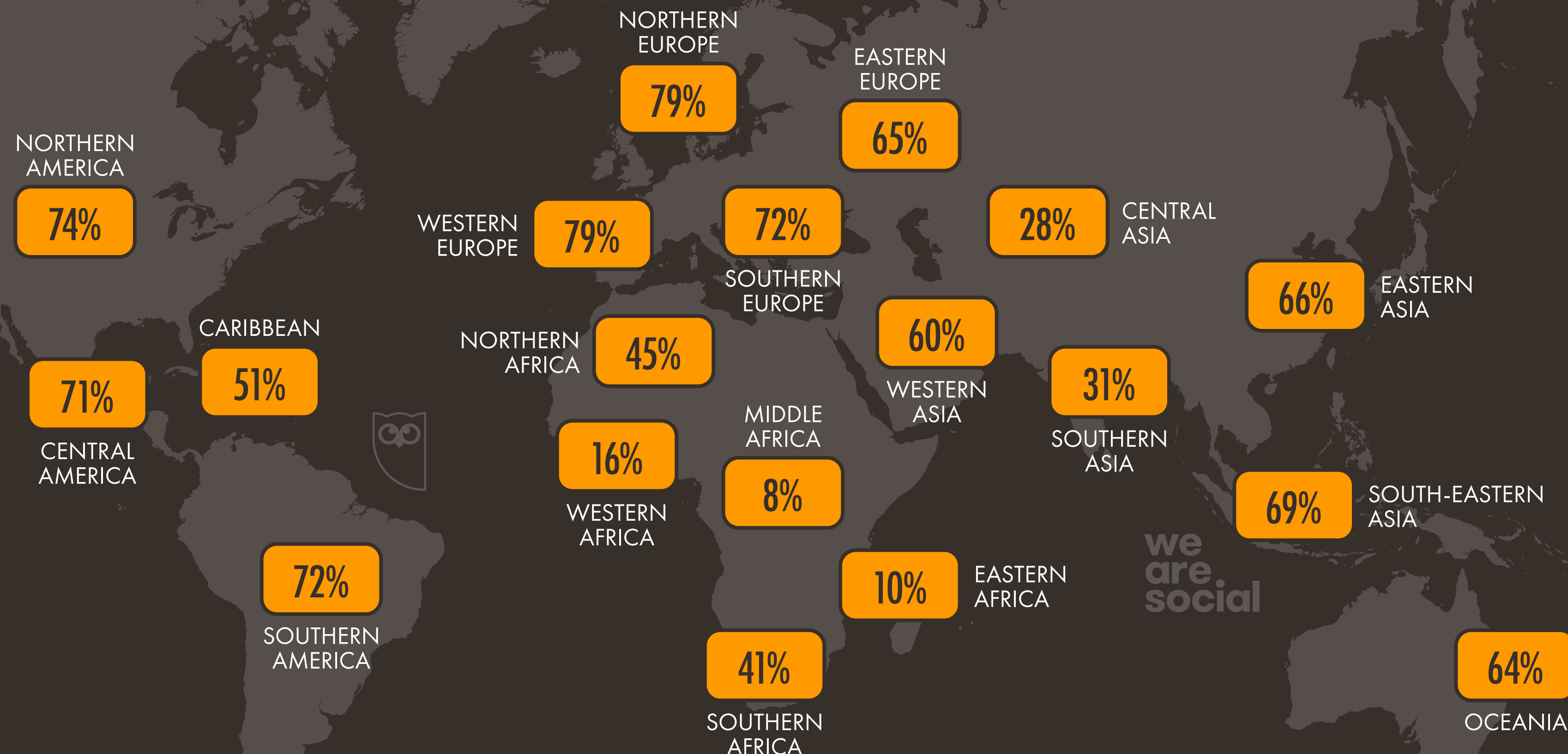


JAN
2021

SOCIAL MEDIA USERS vs. TOTAL POPULATION

NUMBER OF ACTIVE SOCIAL MEDIA USERS* IN EACH REGION COMPARED TO TOTAL POPULATION

⚠ THIS CHART INCLUDES DATA FROM NEW SOURCES, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



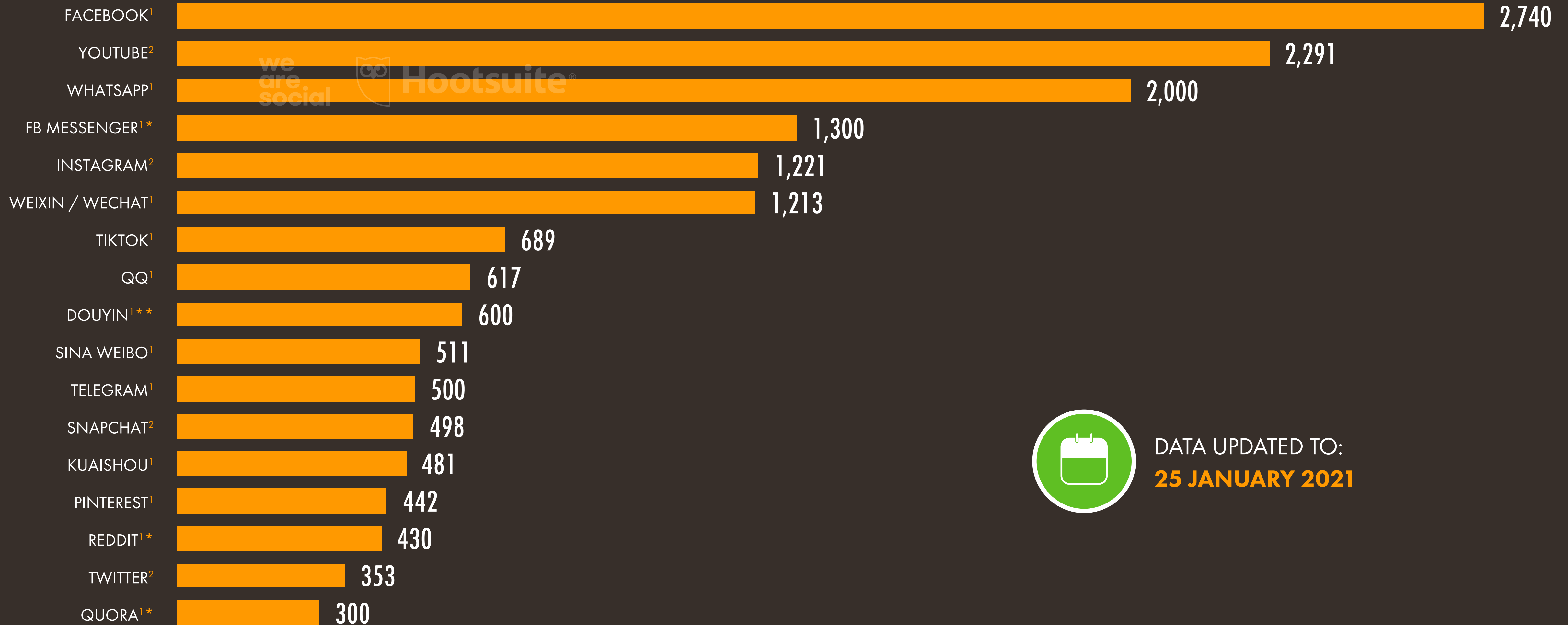
SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH.

*ADVISORY: "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES MAY EXCEED INTERNET PENETRATION VALUES. NOTES: DIFFERENCES IN DATA AVAILABILITY MEAN REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. REGIONS AS PER THE U.N. GEOScheme. ⚠ COMPARABILITY ADVISORY: DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



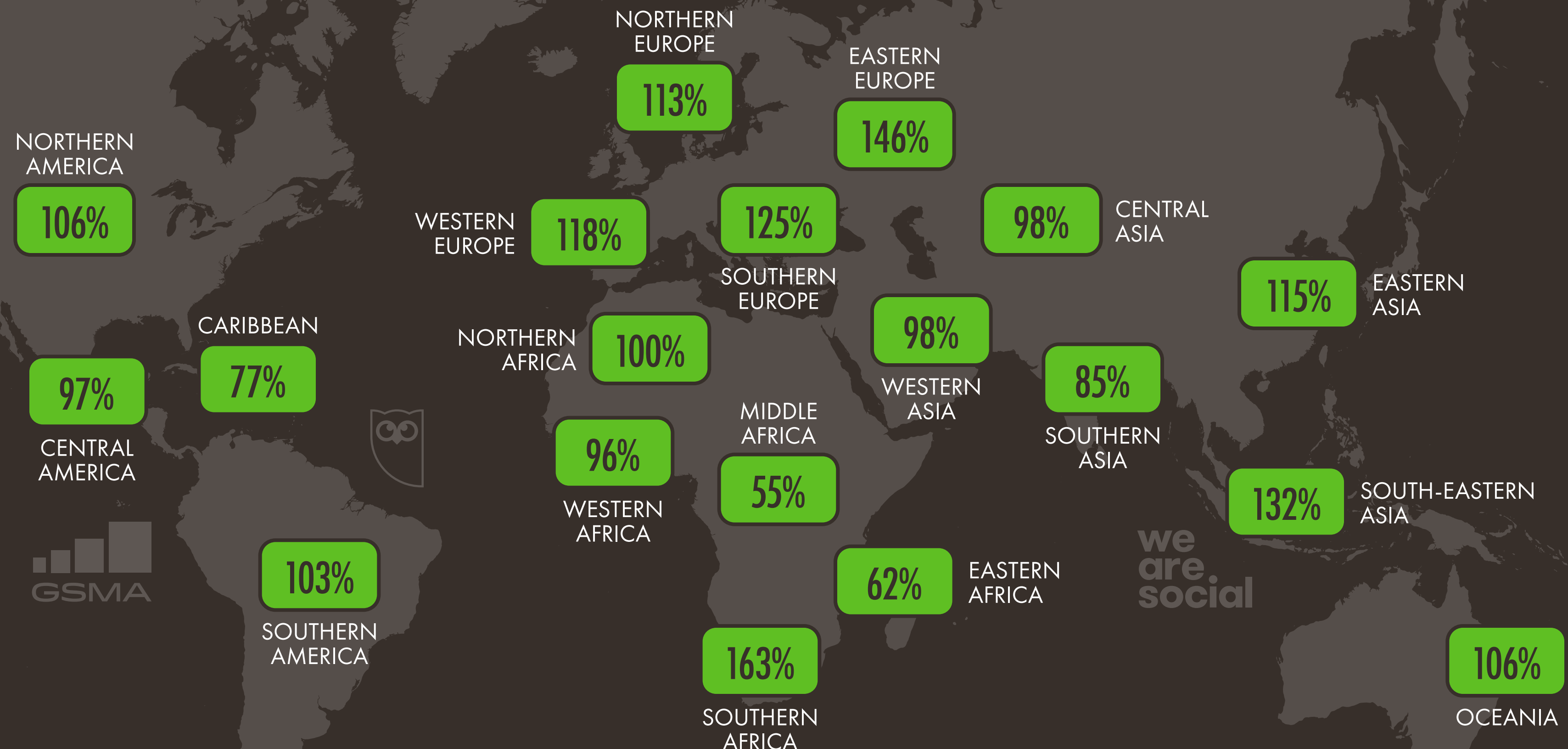
DATA UPDATED TO:
25 JANUARY 2021

SOURCES: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.
***NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE FOR DOUYIN USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.

JAN
2021

MOBILE CONNECTIONS vs. TOTAL POPULATION

NUMBER OF MOBILE CONNECTIONS IN EACH REGION COMPARED TO TOTAL POPULATION



we
are
social



JAN
2021

MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL (EX. CHINA) RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	TWITTER	TWITTER
07	NETFLIX	NETFLIX
08	TIKTOK	BYTEDANCE
09	SPOTIFY	SPOTIFY
10	SNAPCHAT	SNAP

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	LUDO KING	GAMETION
04	AMONG US!	INNER SLOTH
05	FREE FIRE	SEA
06	ROBLOX	ROBLOX
07	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
08	SUBWAY SURFERS	KILOO
09	MINECRAFT POCKET EDITION	MOJANG
10	POKÉMON GO	NIANTIC

JAN
2021

GLOBAL ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 THAT REPORTS PERFORMING EACH ACTIVITY IN THE PAST MONTH



SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



GWl.

81.5%

VISITED AN ONLINE
RETAIL SITE OR STORE
(ANY DEVICE)



90.4%

USED A SHOPPING
APP ON A MOBILE
PHONE OR ON A TABLET



GWl.

69.4%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



we
are
social

76.8%

PURCHASED A
PRODUCT ONLINE
VIA A MOBILE PHONE



55.4%



JAN
2021

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS AND PRODUCTS THROUGH EACH CHANNEL



SEARCH ENGINES

33.9%

ADS ON TELEVISION

we
are
social



Hootsuite®

GWl.

32.6%

WORD-OF-MOUTH RECOMMENDATIONS

29.4%

ADS ON SOCIAL MEDIA

28.2%

BRAND OR PRODUCT WEBSITES

27.6%

ONLINE RETAIL WEBSITES

26.0%

ADS ON WEBSITES

25.3%

RECOMMENDATIONS OR COMMENTS ON SOCIAL MEDIA

24.4%

TV SHOWS OR FILMS

24.2%

CONSUMER REVIEW WEBSITES

24.0%





MEXICO

JAN
2021

MEXICO

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

⚠ CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



MEXICO

TOTAL
POPULATION



129.6
MILLION

URBANISATION:
80.9%

MOBILE
CONNECTIONS



115.4
MILLION

vs. POPULATION:
89.1%

INTERNET
USERS



92.01
MILLION

vs. POPULATION:
71.0%

ACTIVE SOCIAL
MEDIA USERS



100.0
MILLION

vs. POPULATION:
77.2%



SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; OCDH; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR. **COMPARABILITY ADVISORY:** SOURCE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO **MAY EXCEED INTERNET USER NUMBERS**.

we
are
social



Hootsuite®

JAN
2021

ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY INDICATORS OF DIGITAL ADOPTION



CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



MEXICO

TOTAL
POPULATION



we
are
social

+1.0%

JAN 2021 vs. JAN 2020

+1.3 MILLION

MOBILE
CONNECTIONS



-0.4%

JAN 2021 vs. JAN 2020

-407 THOUSAND

INTERNET
USERS



+4.0%

JAN 2021 vs. JAN 2020

+3.5 MILLION

ACTIVE SOCIAL
MEDIA USERS



+12.4%

JAN 2021 vs. JAN 2020

+11 MILLION



JAN
2021

POPULATION ESSENTIALS

POPULATION DEMOGRAPHICS AND OTHER KEY INDICATORS



MEXICO

TOTAL
POPULATION



we
are
social

129.6
MILLION

FEMALE
POPULATION



51.1%

MALE
POPULATION



48.9%

ANNUAL CHANGE
IN TOTAL POPULATION



+1.0%

MEDIAN
AGE



29.3

URBANISATION
OF POPULATION



80.9%

POPULATION DENSITY
(PEOPLE PER KM²)



66.7

OVERALL LITERACY
(ADULTS AGED 15+)



95.4%

FEMALE LITERACY
(ADULTS AGED 15+)



we
are
social

94.6%

MALE LITERACY
(ADULTS AGED 15+)



96.2%



JAN
2021

POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



MEXICO

TOTAL
POPULATION



we
are
social

129.6
MILLION

POPULATION AGED
13 AND ABOVE



KEPIOS

77.8%
100.8 MILLION

POPULATION AGED
18 AND ABOVE



owl

69.1%
89.6 MILLION

POPULATION
AGED 16 TO 64



64.9%
84.1 MILLION

JAN
2021

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT OWNS EACH KIND OF DEVICE



MEXICO

MOBILE PHONE
(ANY TYPE)



98.9%



SMART
PHONE



98.7%

GWl.

NON-SMARTPHONE
MOBILE PHONE



11.4%



LAPTOP OR DESKTOP
COMPUTER



74.2%

GWl.

TABLET
DEVICE



48.0%

TV STREAMING
STICK OR DEVICE



24.0%

GWl.

GAMES
CONSOLE



48.3%

we
are
social

SMART HOME
DEVICE



12.2%

GWl.

SMART WATCH
OR WRISTBAND



22.6%



VIRTUAL
REALITY DEVICE



6.3%



JAN
2021

DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME* THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES



MEXICO

TIME SPENT USING THE
INTERNET (ALL DEVICES)



9H 01M

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



4H 01M

TIME SPENT USING
SOCIAL MEDIA



3H 27M

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



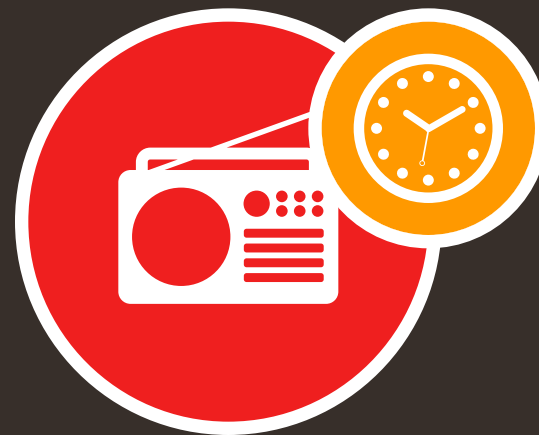
1H 34M

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



2H 16M

TIME SPENT LISTENING
TO BROADCAST RADIO



0H 58M

TIME SPENT LISTENING
TO PODCASTS



0H 56M

TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



1H 36M

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://globalwebindex.com) FOR MORE DETAILS.

***NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES ONLINE AS WELL AS PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.



INTERNET USE

JAN
2021

OVERVIEW OF INTERNET USE

KEY INDICATORS OF INTERNET ADOPTION AND USE

 USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



MEXICO

TOTAL NUMBER
OF INTERNET USERS
(ANY DEVICE)



92.01
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



71.0%

ANNUAL CHANGE
IN THE NUMBER
OF INTERNET USERS



+4.0%
+3.5 MILLION

AVERAGE DAILY TIME USERS
AGED 16 TO 64 SPEND
USING THE INTERNET



9H 01M

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



95.9%

JAN
2021

DIFFERENT PERSPECTIVES: INTERNET ADOPTION

INDICATORS OF INTERNET ADOPTION PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE

 OUR HEADLINE VALUE FOR INTERNET USERS INCLUDES ADDITIONAL DATA SOURCES, AND MAY NOT MATCH ANY OF THE VALUES SHOWN ON THIS CHART



MEXICO

ITU: INDIVIDUALS
USING THE
INTERNET



90.81
MILLION

vs. POPULATION:

70.1%

CIA WORLD
FACTBOOK:
INTERNET USERS*



85.24
MILLION

vs. POPULATION:

65.8%

INTERNET
WORLD STATS:
INTERNET USERS



85.00
MILLION

vs. POPULATION:

65.6%

WORLD BANK:
INDIVIDUALS USING
THE INTERNET



90.81
MILLION

vs. POPULATION:

70.1%



SOURCES: AS STATED ABOVE EACH ICON (ALL ACCESSED JAN 2021); POPULATION DATA VIA THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. ***NOTE:** FIGURE FOR CIA WORLD FACTBOOK COMPARES PUBLISHED INTERNET PENETRATION RATE WITH LATEST POPULATION DATA FROM THE U.N. **◆ COMPARABILITY ADVISORY:** THE HEADLINE FIGURE FOR INTERNET USERS CITED ELSEWHERE IN THIS REPORT INCLUDES DATA FROM SOURCES NOT FEATURED ON THIS SLIDE, AND MAY NOT MATCH ANY OF THE VALUES SHOWN HERE.



Hootsuite®

JAN
2021

MOBILE INTERNET USE

USERS WHO ACCESS THE INTERNET VIA **MOBILE PHONES**



USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



MEXICO

TOTAL NUMBER OF
MOBILE INTERNET USERS
(CELLULAR AND / OR WIFI)



88.24
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
TOTAL INTERNET USERS



GWl.

95.9%

SMARTPHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



we
are
social

91.5%

FEATURE PHONE INTERNET
USERS AS A PERCENTAGE
OF TOTAL INTERNET USERS



GWl.

6.9%

AVERAGE DAILY TIME USERS
AGED 16 TO 64 SPEND
USING MOBILE INTERNET



4H 39M



JAN
2021

INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE **DOWNLOAD** SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS



MEXICO

AVERAGE DOWNLOAD
SPEED OF MOBILE
INTERNET CONNECTIONS



we
are
social

32.08
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF MOBILE
INTERNET CONNECTIONS



KEPIOS

+13.2%

AVERAGE DOWNLOAD
SPEED OF FIXED
INTERNET CONNECTIONS



we
are
social

44.48
MBPS

YEAR-ON-YEAR CHANGE IN
AVERAGE SPEED OF FIXED
INTERNET CONNECTIONS



+30.4%

JAN
2021

SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL **WEB PAGES** SERVED TO **WEB BROWSERS**

 THE FIGURES ON THIS CHART ARE BASED ON WEB TRAFFIC TO WEB BROWSERS ONLY, AND **DO NOT INCLUDE** DATA FOR OTHER ICT-RELATED ACTIVITIES



MEXICO

MOBILE
PHONES



56.1%

DEC 2020 vs. DEC 2019:

+27%

+1,195 BPS

LAPTOPS &
DESKTOPS



42.0%

DEC 2020 vs. DEC 2019:

-23%

-1,229 BPS

TABLET
COMPUTERS



1.8%

DEC 2020 vs. DEC 2019:

+25%

+36 BPS

OTHER
DEVICES



0.10%

DEC 2020 vs. DEC 2019:

-17%

-2 BPS



SOURCE: STATCOUNTER (ACCESSED JAN 2021). FIGURES REPRESENT EACH DEVICE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. **NOTES:** FIGURES FOR DEVICE SHARE ARE FOR DECEMBER 2020; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2020 TO DECEMBER 2019. PERCENTAGE CHANGE VALUES REPRESENT **RELATIVE CHANGE** (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). 'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE IN SHARE VALUES.



Hootsuite®

JAN
2021

SHARE OF WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE



MEXICO

CHROME



77.6%

Y-O-Y: -1.0%

SAFARI



12.1%

Y-O-Y: -4.2%

FIREFOX



3.1%

Y-O-Y: -11%

SAMSUNG INTERNET



1.6%

Y-O-Y: +18%

MICROSOFT EDGE*



3.0%

Y-O-Y: +89%

OPERA



1.4%

Y-O-Y: +8.7%

INTERNET EXPLORER



0.5%

Y-O-Y: -31%

OTHER



0.7%

Y-O-Y: +23%



JAN
2021

TOP WEBSITES BY TRAFFIC (SEMRUSH)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN **DECEMBER 2020**, ACCORDING TO **SEMRUSH**



MEXICO

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	2.02B	98.2M	19M 43S	6.98
02	YOUTUBE.COM	546M	62.7M	31M 09S	3.83
03	FACEBOOK.COM	512M	65.9M	23M 09S	6.61
04	WIKIPEDIA.ORG	247M	61.5M	9M 01S	1.90
05	GOOGLE.COM.MX	235M	29.3M	16M 44S	7.17
06	XVIDEOS.COM	234M	26.6M	17M 39S	9.25
07	MERCADOLIBRE.COM.MX	205M	47.1M	10M 38S	6.49
08	XNXX.COM	170M	22.4M	16M 22S	9.10
09	LIVE.COM	115M	22.1M	6M 28S	4.46
10	PORNHUB.COM	113M	18.7M	12M 44S	7.94

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	WHATSAPP.COM	110M	18.1M	21M 26S	1.57
12	INSTAGRAM.COM	102M	25.6M	14M 46S	4.20
13	AMAZON.COM.MX	93.6M	27.3M	13M 31S	7.27
14	CALIENTE.MX	86.3M	24.0M	10M 20S	1.98
15	ESHKOL.IO	84.4M	23.0M	11M 13S	1.50
16	TWITTER.COM	78.6M	22.8M	12M 29S	5.40
17	ELUNIVERSAL.COM.MX	75.5M	19.7M	12M 35S	2.21
18	ANIMEFLV.NET	50.3M	4.04M	35M 06S	4.85
19	UNOTV.COM	46.8M	12.3M	5M 19S	3.14
20	YAHOO.COM	44.3M	10.5M	13M 52S	3.47

JAN
2021

TRAFFIC SHARE BY DEVICE, AGE, AND GENDER

SHARE OF TOTAL WEBSITE TRAFFIC BY DEVICE, AND SHARE OF UNIQUE VISITORS AGED 18+ BY AGE AND GENDER (DECEMBER 2020)



MEXICO

#	WEBSITE	MOBILE SHARE	COMPUTER SHARE	FEMALE SHARE	MALE SHARE	AGE 18-24 SHARE	AGE 25-34 SHARE	AGE 35-44 SHARE	AGE 45-54 SHARE	AGE 55-64 SHARE	AGE 65+ SHARE
01	GOOGLE.COM	73.2%	26.8%	42.6%	57.4%	17.4%	32.0%	17.0%	12.9%	11.6%	9.1%
02	YOUTUBE.COM	27.3%	72.7%	41.4%	58.6%	19.3%	34.8%	16.7%	11.5%	9.4%	8.3%
03	FACEBOOK.COM	63.1%	36.9%	47.5%	52.5%	15.2%	28.6%	17.8%	14.5%	12.8%	11.1%
04	WIKIPEDIA.ORG	59.7%	40.3%	44.8%	55.2%	17.2%	31.4%	17.2%	12.9%	11.8%	9.5%
05	GOOGLE.COM.MX	54.7%	45.3%	48.7%	51.3%	21.5%	33.3%	17.6%	12.1%	10.1%	5.4%
06	XVIDEOS.COM	91.7%	8.4%	11.5%	88.5%	15.7%	30.2%	16.6%	15.1%	10.9%	11.5%
07	MERCADOLIBRE.COM.MX	66.5%	33.5%	45.9%	54.1%	22.0%	32.7%	19.4%	12.9%	8.4%	4.7%
08	XNXX.COM	94.9%	5.1%	10.0%	90.0%	15.4%	29.2%	16.7%	15.5%	11.2%	12.0%
09	LIVE.COM	48.7%	51.3%	39.5%	60.6%	20.5%	35.7%	18.3%	12.1%	8.5%	4.9%
10	PORNHUB.COM	88.6%	11.4%	12.8%	87.3%	16.0%	30.9%	16.4%	14.7%	10.7%	11.4%

SOURCE: SEMRUSH (JAN 2021). **NOTES:** FIGURES REPRESENT WEBSITE TRAFFIC ONLY, AND DO NOT INCLUDE USE OF NATIVE MOBILE APPS. DEVICE SHARE BASED ON TOTAL WEBSITE TRAFFIC IN DECEMBER 2020. AGE AND GENDER SHARES BASED ON UNIQUE VISITORS AGED 18+ IN DECEMBER 2020. GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' VISITORS, SO FIGURES SHOWN HERE REPRESENT SHARE OF THOSE GENDERS. **ADVISORY:** SOME WEBSITES IN THIS LIST MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN SITES.

we
are
social



Hootsuite®

JAN
2021

WEBSITE TRAFFIC FROM SOCIAL REFERRALS

PERCENTAGE OF TOTAL WEBSITE VISITS RESULTING FROM REFERRALS FROM EACH SOCIAL PLATFORM IN DECEMBER 2020



MEXICO

#	WEBSITE	TRAFFIC FROM FACEBOOK REFERRALS	TRAFFIC FROM YOUTUBE REFERRALS	TRAFFIC FROM INSTAGRAM REFERRALS	TRAFFIC FROM TWITTER REFERRALS	TRAFFIC FROM LINKEDIN REFERRALS	TRAFFIC FROM PINTEREST REFERRALS	TRAFFIC FROM REDDIT REFERRALS
01	GOOGLE.COM	1.63%	0.78%	0.29%	0.12%	0.02%	0.05%	0.05%
02	YOUTUBE.COM	1.83%	0.49%	0.15%	0.26%	0.004%	0.01%	0.05%
03	FACEBOOK.COM	0.06%	0.86%	0.71%	0.32%	0.03%	0.07%	0.01%
04	WIKIPEDIA.ORG	0.30%	0.09%	0.07%	0.05%	0.003%	0.02%	0.03%
05	GOOGLE.COM.MX	0.99%	0.31%	0.14%	0.07%	0.01%	0.03%	0.01%
06	XVIDEOS.COM	1.12%	0.12%	0.19%	0.21%	0.007%	0.01%	0.02%
07	MERCADOLIBRE.COM.MX	1.83%	0.23%	0.11%	0.04%	0.006%	0.03%	0.004%
08	XNXX.COM	0.66%	0.10%	0.13%	0.05%	0.003%	0.01%	0.005%
09	LIVE.COM	1.39%	0.13%	0.11%	0.05%	0.03%	0.009%	0.01%
10	PORNHUB.COM	0.53%	0.09%	0.24%	0.76%	0.003%	0.03%	0.09%

JAN
2021

TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



MEXICO

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	2.59B	108M	9M 49S	8.0
02	YOUTUBE.COM	934M	68.7M	24M 29S	11.8
03	FACEBOOK.COM	925M	83.1M	10M 57S	8.9
04	XVIDEOS.COM	290M	29.9M	9M 19S	8.1
05	XNXX.COM	252M	23.9M	4M 06S	9.5
06	WHATSAPP.COM	179M	22.9M	2M 56S	1.5
07	GOOGLE.COM.MX	164M	18.6M	7M 45S	13.3
08	CALIENTE.MX	164M	33.7M	3M 25S	2.0
09	MERCADOLIBRE.COM.MX	163M	43.9M	6M 47S	8.3
10	INSTAGRAM.COM	151M	30.2M	6M 37S	11.1

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	TWITTER.COM	150M	31.0M	8M 40S	11.5
12	PORNHUB.COM	149M	23.4M	7M 09S	5.6
13	ESHKOL.IO	138M	27.1M	2M 31S	1.4
14	LIVE.COM	122M	16.3M	8M 49S	9.2
15	UNOTV.COM	118M	30.4M	0M 16S	3.7
16	WIKIPEDIA.ORG	109M	33.7M	3M 22S	2.4
17	NETFLIX.COM	88.4M	11.1M	9M 23S	4.3
18	AMAZON.COM.MX	82.8M	29.5M	5M 50S	7.4
19	ZOOM.US	71.7M	17.1M	4M 17S	2.9
20	YAHOO.COM	64.4M	18.5M	5M 28S	4.3

JAN
2021

TOP WEBSITES BY TRAFFIC (ALEXA)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN **DECEMBER 2020**, ACCORDING TO **ALEXA***



MEXICO

#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	15M 41S	17.02
02	YOUTUBE.COM	17M 23S	9.86
03	FACEBOOK.COM	18M 47S	8.82
04	GOOGLE.COM.MX	5M 45S	8.22
05	LIVE.COM	5M 23S	5.43
06	MERCADOLIBRE.COM.MX	10M 45S	11.40
07	AMAZON.COM.MX	9M 58S	9.51
08	YAHOO.COM	5M 08S	4.74
09	NETFLIX.COM	4M 26S	3.23
10	AMAZON.COM	10M 40S	9.94

#	WEBSITE	TIME / DAY	PAGES / DAY
11	ZOOM.US	8M 14S	3.93
12	WIKIPEDIA.ORG	3M 48S	3.10
13	THESTARTMAGAZINE.COM	3M 20S	3.00
14	INSTAGRAM.COM	8M 50S	9.83
15	MICROSOFT.COM	4M 29S	3.32
16	CALIENTE.MX	2M 57S	1.72
17	MYSHOPIFY.COM	22M 14S	14.12
18	OFFICE.COM	10M 04S	9.69
19	TWITTER.COM	12M 47S	10.34
20	MILEROTICOS.COM	11M 50S	14.00

SOURCE: ALEXA (JAN 2021). ***NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE **NOT** RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE PLATFORMS. VALUES FOR "TIME / DAY" AND "PAGES / DAY" REPRESENT ALEXA'S ESTIMATES OF AVERAGES FOR **GLOBAL VISITORS**, NOT JUST LOCAL MARKET VISITORS. "TIME / DAY" VALUES REPORTED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

**we
are
social**

 **Hootsuite®**

JAN
2021

GOOGLE SEARCH: TOP QUERIES IN 2020

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH BETWEEN 01 JANUARY AND 31 DECEMBER 2020



MEXICO

#	SEARCH QUERY	INDEX
01	TRADUCTOR	100
02	CLIMA	82
03	FACEBOOK	73
04	TIEMPO	57
05	YOUTUBE	51
06	GOOGLE	50
07	VIDEOS	46
08	WHATSAPP	46
09	HOTMAIL	32
10	WEB WHATSAPP	31

#	SEARCH QUERY	INDEX
11	CORONAVIRUS	26
12	IMAGENES	25
13	GMAIL	21
14	MERCADO LIBRE	20
15	TIEMPO MAÑANA	19
16	AMAZON	15
17	TRADUCTOR ESPAÑOL INGLES	15
18	SAT	15
19	CLASSROOM	15
20	NETFLIX	15

we
are
social



JAN
2021

ONLINE SEARCH BEHAVIOURS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH KIND OF TOOL OR PLATFORM* FOR ONLINE SEARCHES



MEXICO

USED A CONVENTIONAL
SEARCH ENGINE IN THE
PAST MONTH (ANY DEVICE)



we
are
social

99.1%

USED VOICE SEARCH OR
VOICE COMMANDS IN THE
PAST MONTH (ANY DEVICE)



GWl.

51.9%

USE SOCIAL MEDIA AS A MAIN
SOURCE WHEN RESEARCHING
BRANDS (ANY DEVICE)



64.7%

USED IMAGE RECOGNITION
TOOLS IN THE PAST MONTH
(MOBILE DEVICES ONLY)



61.5%

JAN
2021

ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT CONSUMES EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH



MEXICO

WATCH
ONLINE VIDEOS



GWl.

99.3%

WATCH
VLOGS



58.9%

LISTEN TO MUSIC
STREAMING SERVICES



GWl.

82.1%

LISTEN TO ONLINE
RADIO STATIONS



we
are
social

48.6%

LISTEN TO OR
WATCH PODCASTS



51.7%



JAN
2021

PLAYING VIDEO GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PLAYS VIDEO GAMES ON EACH KIND OF DEVICE



MEXICO

ANY DEVICE



93.0%

GWI.

SMARTPHONE



75.4%



LAPTOP OR DESKTOP



42.4%



GAMES CONSOLE



54.4%

TABLET DEVICE



25.9%

we
are
social

HANDHELD GAMING DEVICE



19.6%

GWI.

MEDIA STREAMING DEVICE



8.4%



VIRTUAL REALITY HEADSET



5.4%

JAN
2021

OVERVIEW OF THE SMART HOME DEVICE MARKET

VALUE OF THE MARKET FOR SMART HOME DEVICES, INCLUDING VALUES FOR DEVICE SUB-CATEGORIES (IN U.S. DOLLARS)

 REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS



MEXICO

NUMBER OF HOMES WITH
SMART HOME DEVICES



2.35
MILLION



TOTAL ANNUAL VALUE OF
SMART HOME DEVICES MARKET



\$647.8
MILLION

statista 

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET*



\$72.69
MILLION



VALUE OF SMART HOME
APPLIANCES MARKET



\$305.5
MILLION

VALUE OF SMART HOME
SECURITY DEVICE MARKET



\$109.7
MILLION

statista 

VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



\$90.93
MILLION

we
are
social

VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



\$32.14
MILLION

KEPIOS

VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



\$36.89
MILLION

SOURCE: STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JAN 2021). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2020, IN U.S. DOLLARS. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. ***NOTES:** THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR "INTELLIGENT HOME NETWORKS" (E.G. SMART SPEAKERS, CENTRAL CONTROL UNITS, SMART PLUGS, ETC.). **COMPARABILITY ADVISORY:** BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.

we
are
social



Hootsuite®

JAN
2021

AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (IN U.S. DOLLARS)



REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS



MEXICO

PENETRATION OF
SMART HOME DEVICES*



6.8%



ARPU*: COMBINED SPEND ON
ALL SMART HOME DEVICES



\$276

statista

ARPU*: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$76



ARPU*: SMART
HOME APPLIANCES



\$413

ARPU*: SMART HOME
SECURITY DEVICES



\$117

statista

ARPU*: SMART HOME
ENTERTAINMENT DEVICES



\$102

we
are
social

ARPU*: SMART HOME
COMFORT & LIGHTING



\$36

KEPIOS

ARPU*: SMART HOME
ENERGY MANAGEMENT



\$54



JAN
2021

SMART HOME MARKET: ANNUAL VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET, WITH DETAIL FOR SUB-CATEGORIES



REVISIONS TO HISTORICAL FIGURES MEAN **VALUES ARE NOT COMPARABLE** WITH THOSE PUBLISHED IN PREVIOUS REPORTS



MEXICO

ANNUAL CHANGE IN
SMART HOME PENETRATION*



+16.6%



Y-O-Y VALUE CHANGE: OVERALL
SMART HOME DEVICES MARKET



+34.2%

statista

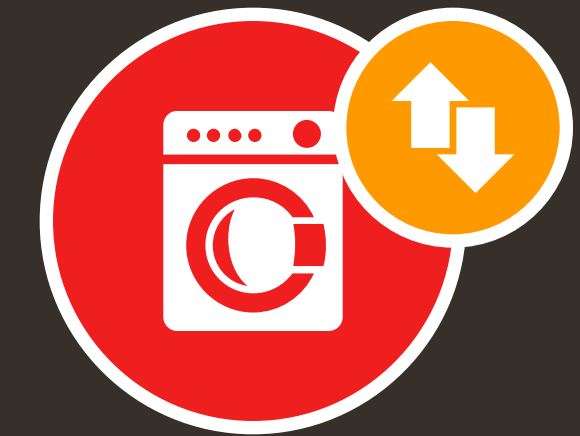
Y-O-Y VALUE CHANGE: SMART HOME
CONTROL & CONNECTIVITY MARKET



+41.9%



Y-O-Y VALUE CHANGE: SMART
HOME APPLIANCES MARKET



+33.0%

Y-O-Y VALUE CHANGE: SMART
HOME SECURITY DEVICE MARKET



+37.6%

statista

Y-O-Y VALUE CHANGE: SMART HOME
ENTERTAINMENT DEVICE MARKET



+25.0%

we
are
social

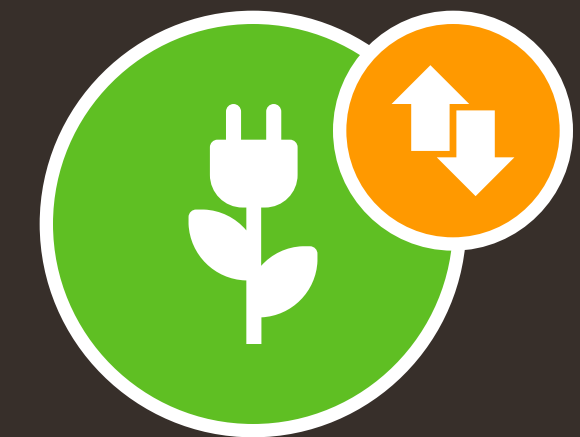
Y-O-Y VALUE CHANGE: SMART HOME
COMFORT & LIGHTING MARKET



+37.2%

KEPIOS

Y-O-Y VALUE CHANGE: SMART HOME
ENERGY MANAGEMENT MARKET



+42.0%



JAN
2021

ONLINE PRIVACY AND WELLBEING

EXTENT TO WHICH ADULT INTERNET USERS* WORRY ABOUT THEIR DIGITAL PRIVACY AND ONLINE WELLBEING

⚠️ SOME SURVEY QUESTIONS THAT INFORM THIS CHART HAVE CHANGED, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



MEXICO

TRACKED SCREEN TIME OR
SET TIME LIMITS FOR SOME
APPS IN THE PAST MONTH



we
are
social

20.3%

EXPRESSED CONCERN
ABOUT WHAT IS REAL OR
FAKE ON THE INTERNET*



we
are
social

59.5%

EXPRESSED CONCERN
ABOUT HOW COMPANIES
USE PERSONAL DATA



GWl.

43.5%

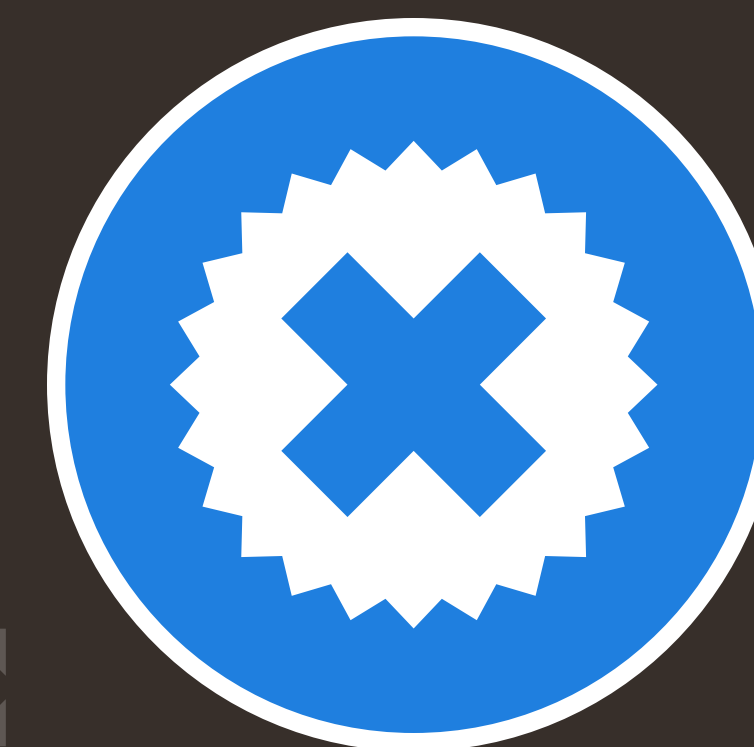
USED SOME FORM OF
AD-BLOCKING TOOL
IN THE PAST MONTH



KEPIOS

39.2%

DELETED COOKIES
FROM A WEB BROWSER
IN THE PAST MONTH



56.8%



SOCIAL MEDIA USE

JAN
2021

SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

 DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



MEXICO

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



we
are
social

100.0
MILLION

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



KEPIOS

77.2%

ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



KEPIOS

+12.4%
+11 MILLION

NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



we
are
social

98.90
MILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



98.9%

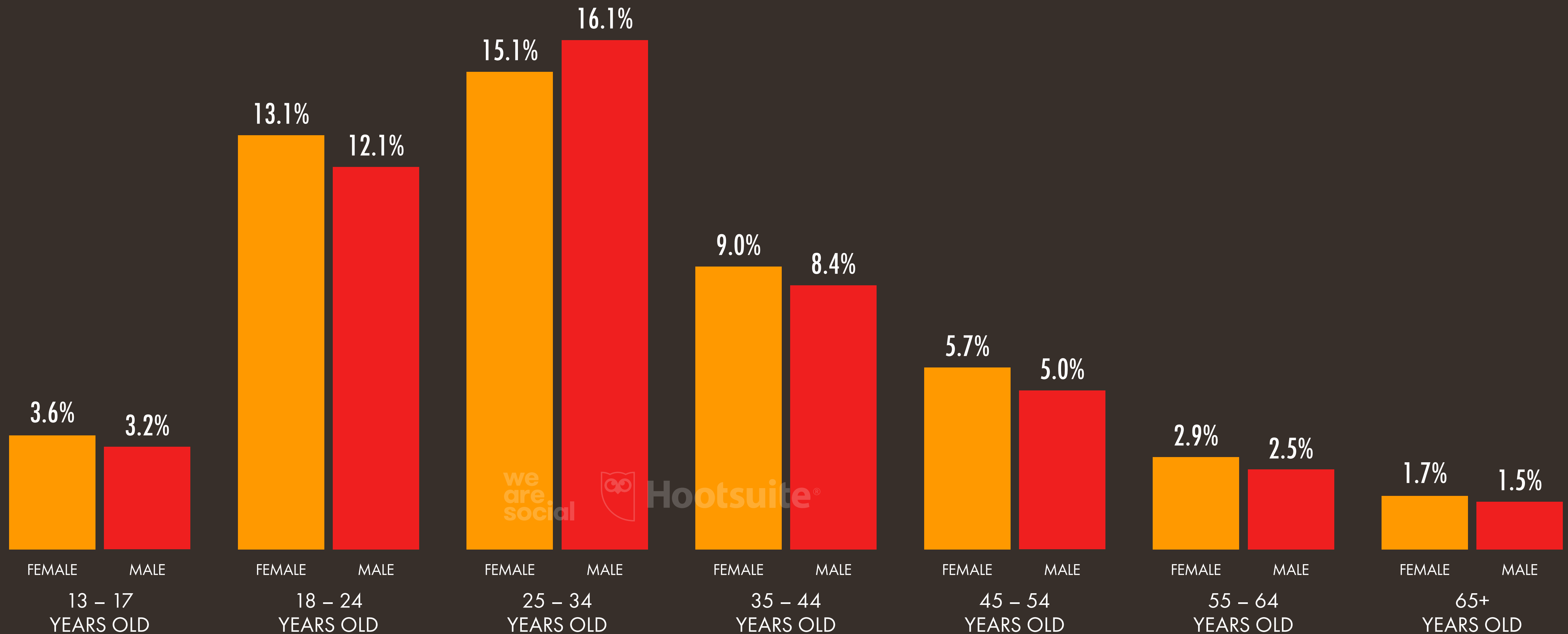
JAN
2021

SOCIAL MEDIA: ADVERTISING AUDIENCE PROFILE

SHARE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADVERTS ON SOCIAL MEDIA BY AGE GROUP AND GENDER*



MEXICO



JAN
2021

SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



MEXICO

VISITED OR USED A SOCIAL
NETWORK OR A MESSAGING
SERVICE IN THE PAST MONTH



99.9%

ACTIVELY ENGAGED WITH
OR CONTRIBUTED TO SOCIAL
MEDIA IN THE PAST MONTH



GWl.

91.2%

AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA



we
are
social

3H 27M

AVERAGE NUMBER OF
SOCIAL MEDIA ACCOUNTS
PER INTERNET USER*



GWl.

10.2

PERCENTAGE OF INTERNET
USERS THAT USES SOCIAL
MEDIA FOR WORK PURPOSES*



54.5%

SOURCE: GLOBALWEBINDEX (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

***NOTE:** FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH. IN THIS CONTEXT, USING SOCIAL MEDIA FOR WORK PURPOSES INCLUDES PEOPLE WHO USE SOCIAL MEDIA TO NETWORK FOR WORK, AND / OR TO FOLLOW WORK CONTACTS, ENTREPRENEURS AND / OR BUSINESS PEOPLE.



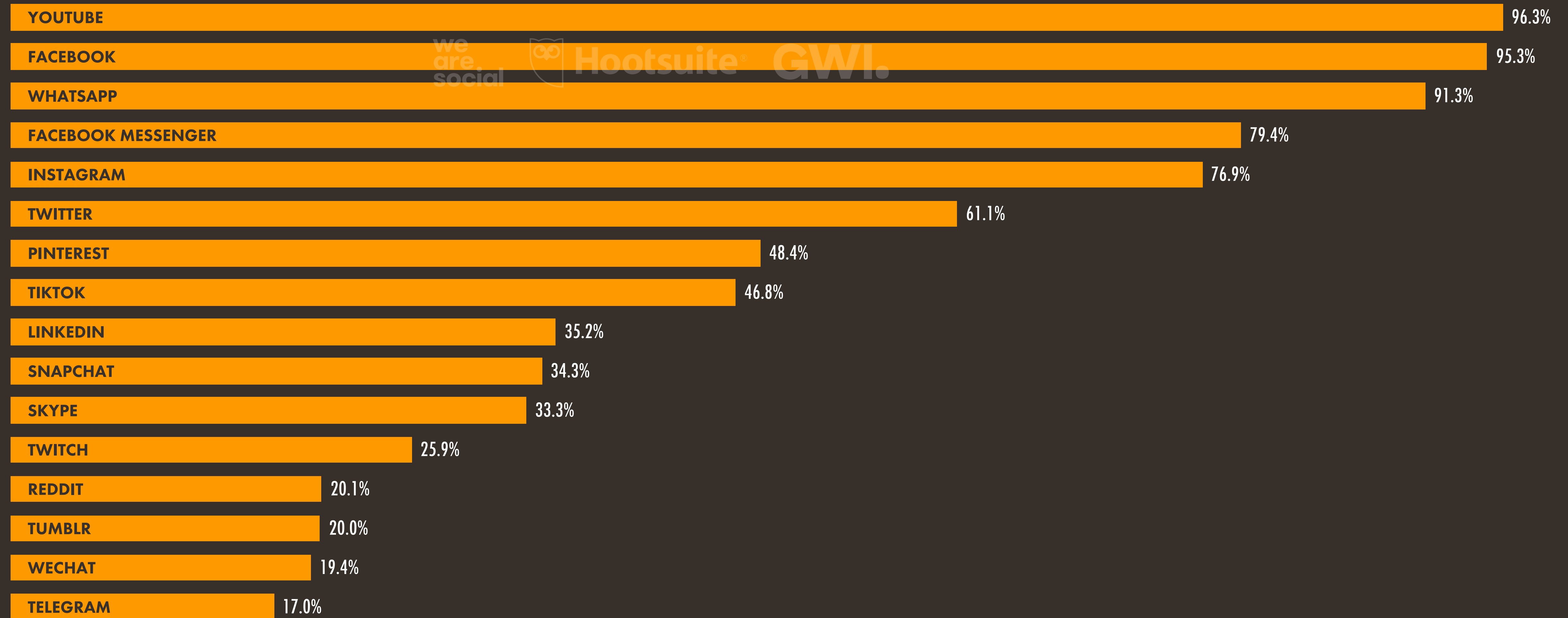
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



MEXICO



JAN
2021

TOP SOCIAL MEDIA AND STREAMING VIDEO APPS

TOP SOCIAL MEDIA AND VIDEO STREAMING APPS ON ANDROID PHONES, BASED ON TOTAL CUMULATIVE TIME SPENT IN 2020



MEXICO

TOP SOCIAL MEDIA MOBILE APPS, RANKED BY CUMULATIVE TIME SPENT*

#	SOCIAL MEDIA APP	AVE. TIME PER USER
01	FACEBOOK	29.6 HOURS / MONTH
02	WHATSAPP	20.5 HOURS / MONTH
03	TIKTOK	17.2 HOURS / MONTH
04	INSTAGRAM	6.7 HOURS / MONTH
05	TWITTER	5.8 HOURS / MONTH

TOP VIDEO STREAMING MOBILE APPS, RANKED BY CUMULATIVE TIME SPENT*

#	VIDEO STREAMING APP	AVE. TIME PER USER
01	YOUTUBE	24.3 HOURS / MONTH
02	NETFLIX	7.0 HOURS / MONTH
03	AMAZON PRIME VIDEO	3.6 HOURS / MONTH
04	YOUTUBE GO	6.1 HOURS / MONTH
05	TWITCH	4.9 HOURS / MONTH

JAN
2021

FACEBOOK: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



MEXICO

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON FACEBOOK



we
are
social

93.00
MILLION

FACEBOOK'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



92.3%

QUARTER-ON-
QUARTER CHANGE
IN FACEBOOK'S
ADVERTISING REACH



+1.1%
+1.0 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



51.1%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



48.9%



JAN
2021

FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



MEXICO

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA ANY
KIND OF MOBILE PHONE



98.9%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA LAPTOP
OR DESKTOP COMPUTERS ONLY



1.1%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA BOTH
PHONES AND COMPUTERS



16.9%

PERCENTAGE OF FACEBOOK
USERS ACCESSING VIA
MOBILE PHONES ONLY



82.0%

JAN
2021

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK



MEXICO

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



2

KEPIOS

POSTS LIKED IN
THE PAST 30 DAYS
(ALL POST TYPES)



12

we are social

COMMENTS MADE IN
THE PAST 30 DAYS
(ALL POST TYPES)



9

we are social

FACEBOOK POSTS
SHARED IN THE PAST 30
DAYS (ALL POST TYPES)



2

we are social

FACEBOOK ADVERTS
CLICKED IN THE PAST 30
DAYS (ANY CLICK TYPE)



15

FEMALE: MALE:

2

1

FEMALE: MALE:

14

9

FEMALE: MALE:

13

6

FEMALE: MALE:

3

2

FEMALE: MALE:

16

12

JAN
2021

FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) COMPARED TO FACEBOOK PAGE FANS

⚠ CHANGES IN FACEBOOK'S POLICIES MEAN THE DATA ON THIS CHART **MAY NOT BE COMPARABLE** WITH DATA PUBLISHED IN OUR PREVIOUS REPORTS



MEXICO

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: ALL POST TYPES



0.09%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: PHOTO POSTS



0.20%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: VIDEO POSTS



0.08%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: LINK POSTS



0.03%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: STATUS POSTS



0.09%

JAN
2021

YOUTUBE: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON YOUTUBE



MEXICO

POTENTIAL AUDIENCE*
THAT GOOGLE REPORTS
CAN BE REACHED USING
ADVERTS ON YOUTUBE



KEPIOS

74.10
MILLION

YOUTUBE'S ADVERTISING
AUDIENCE AGED 18+
COMPARED TO THE TOTAL
POPULATION AGED 18+



we are social

63.4%

PERCENTAGE OF
ITS AD AUDIENCE
THAT YOUTUBE
REPORTS IS FEMALE*



we are social

49.0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT YOUTUBE
REPORTS IS MALE*



51.0%



JAN
2021

TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE IN 2020



MEXICO

#	SEARCH QUERY	INDEX
01	PELICULAS	100
02	CANCIONES	78
03	MUSICA	75
04	PELICULAS COMPLETAS EN ESPAÑOL	67
05	BANDA	50
06	TIK TOK	47
07	TERROR	28
08	BAD BUNNY	27
09	LA ROSA DE GUADALUPE	25
10	GRUPO FIRME	25

#	SEARCH QUERY	INDEX
11	PELICULAS COMPLETAS EN ESPAÑOL LATINO	25
12	POLINESIOS	24
13	MINECRAFT	24
14	FREE FIRE	24
15	KIMBERLY LOAIZA	22
16	JOSE JOSE	21
17	MS	21
18	LOS POLINESIOS	18
19	RISA	18
20	FORTNITE	18

JAN
2021

INSTAGRAM: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



MEXICO

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON INSTAGRAM



32.00
MILLION

INSTAGRAM'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



31.7%

QUARTER-ON-
QUARTER CHANGE
IN INSTAGRAM'S
ADVERTISING REACH



+3.2%
+1.0 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



53.1%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



46.9%



JAN
2021

FACEBOOK MESSENGER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER



MEXICO

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON MESSENGER



we
are
social

66.00
MILLION

MESSENGER'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



65.5%

PERCENTAGE OF
MESSENGER'S AD
AUDIENCE THAT FACEBOOK
REPORTS IS FEMALE*



51.5%

PERCENTAGE OF
MESSENGER'S AD
AUDIENCE THAT FACEBOOK
REPORTS IS MALE*



48.5%



JAN
2021

LINKEDIN: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



MEXICO

POTENTIAL AUDIENCE*
THAT LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN



16.00
MILLION

LINKEDIN'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 18+



17.9%

QUARTER-ON-
QUARTER CHANGE
IN LINKEDIN'S
ADVERTISING REACH



+6.7%
+1.0 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



42.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



57.7%

JAN
2021

SNAPCHAT: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT



MEXICO

POTENTIAL AUDIENCE*
THAT SNAP REPORTS
CAN BE REACHED WITH
ADVERTS ON SNAPCHAT



17.95
MILLION

SNAPCHAT'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



17.8%

QUARTER-ON-
QUARTER CHANGE
IN SNAPCHAT'S
ADVERTISING REACH



+14.3%
+2.3 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



73.9%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



24.1%

JAN
2021

TWITTER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



MEXICO

POTENTIAL AUDIENCE*
THAT TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



KEPIOS

11.00
MILLION

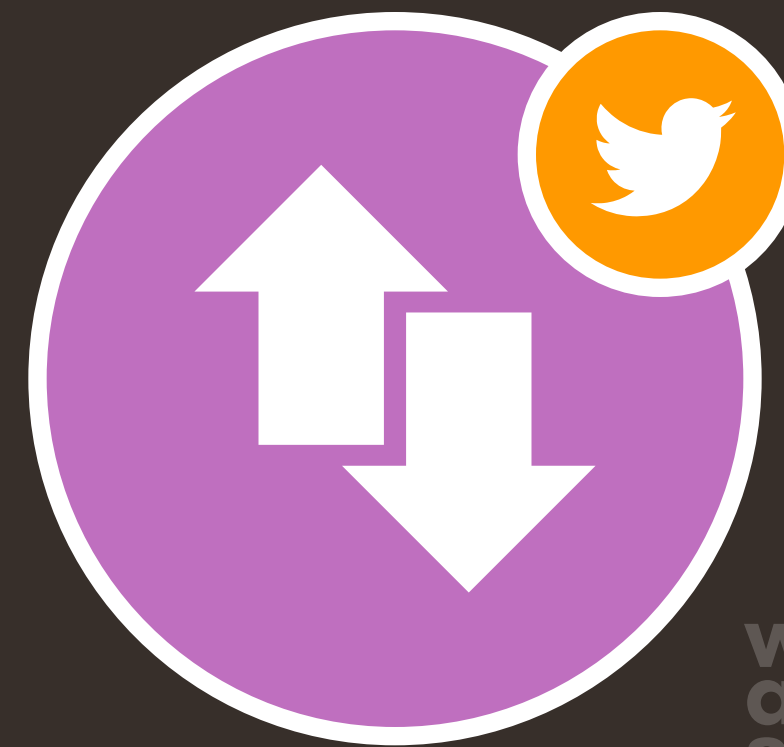
TWITTER'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



we are social

10.9%

QUARTER-ON-
QUARTER CHANGE
IN TWITTER'S
ADVERTISING REACH



we are social

+3.3%
+350 THOUSAND

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



we are social

38.9%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



we are social

61.1%



MOBILE USE

JAN
2021

MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH



MEXICO

NUMBER OF MOBILE
CONNECTIONS
(EXCLUDING IOT)



GSMA

115.4
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



89.1%

PRE-PAID CONNECTIONS
AS A PERCENTAGE OF ALL
MOBILE CONNECTIONS



GSMA

88.9%

POST-PAID CONNECTIONS
AS A PERCENTAGE OF ALL
MOBILE CONNECTIONS



we
are
social

11.1%

BROADBAND CONNECTIONS
(3G-5G) AS A PERCENTAGE OF
ALL MOBILE CONNECTIONS



89.1%

JAN
2021

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



MEXICO

OVERALL COUNTRY
INDEX SCORE



67.56

MOBILE NETWORK
INFRASTRUCTURE



65.89

AFFORDABILITY OF
DEVICES AND SERVICES



58.30

CONSUMER
READINESS



72.43

AVAILABILITY OF RELEVANT
CONTENT AND SERVICES



74.86



JAN
2021

SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT OPERATING SYSTEMS



MEXICO

SHARE OF WEB TRAFFIC
ORIGINATING FROM
ANDROID DEVICES



we
are
social

82.9%

DEC 2020 vs. DEC 2019:

-3.1%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
APPLE IOS DEVICES



KEPIOS

16.7%

DEC 2020 vs. DEC 2019:

+19%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
KAI OS DEVICES



owl

0%

DEC 2020 vs. DEC 2019:

[N/A]

SHARE OF WEB TRAFFIC
ORIGINATING FROM
SAMSUNG OS DEVICES*



lightbulb

0.2%

DEC 2020 vs. DEC 2019:

+50%

SHARE OF WEB TRAFFIC
ORIGINATING FROM
OTHER OS DEVICES



0.2%

DEC 2020 vs. DEC 2019:

-24%

JAN
2021

MARKET INSIGHTS: MOBILE ACTIVITY

TOTAL TIME SPENT USING ANDROID PHONES, TOTAL NUMBER OF APP DOWNLOADS, AND TOTAL CONSUMER SPEND IN 2020



MEXICO

TOTAL CUMULATIVE HOURS SPENT
USING MOBILE PHONES IN 2020
(ANDROID PHONE DEVICES ONLY)



we
are
social

98.83
BILLION

ANNUAL CHANGE IN THE TOTAL
AMOUNT OF TIME SPENT USING
ANDROID MOBILE PHONES



APP ANNIE

+20%

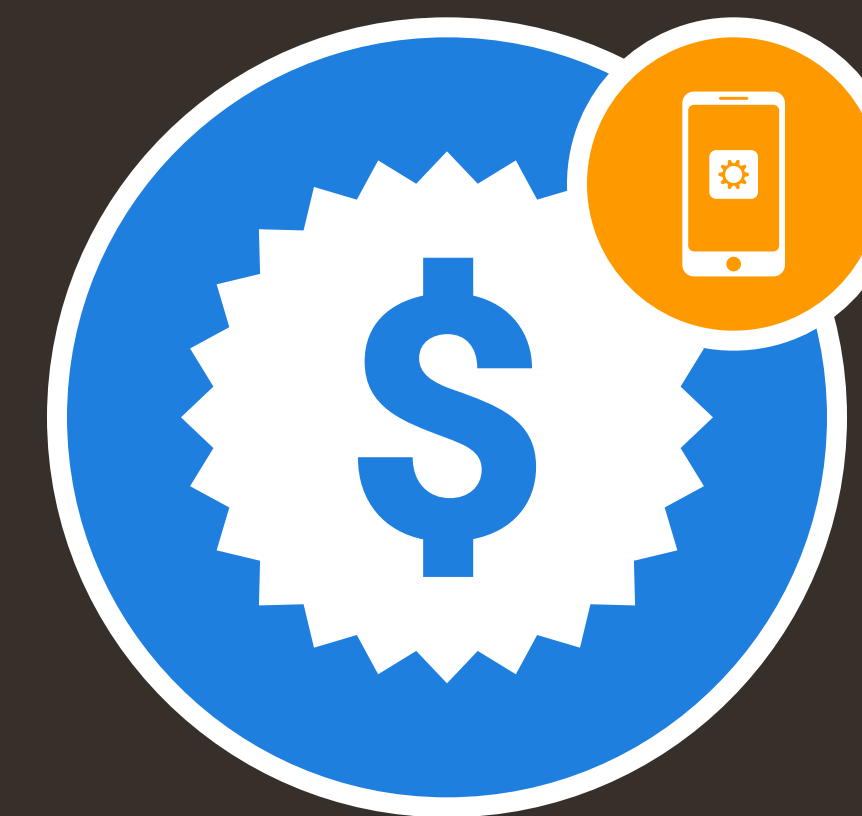
TOTAL NUMBER OF MOBILE
APPS DOWNLOADED
THROUGHOUT 2020



APP ANNIE

4.50
BILLION

TOTAL CONSUMER
SPEND ON MOBILE APPS
FOR FULL-YEAR 2020



\$520.0
MILLION

SOURCE: APP ANNIE (JAN 2021). ***NOTES:** DATA FOR TIME SPENT REPRESENTS COMBINED ACTIVITY ACROSS ALL ANDROID PHONE DEVICES ONLY FOR FULL-YEAR 2020. DATA FOR DOWNLOADS AND CONSUMER SPEND REPRESENTS COMBINED ACTIVITY ACROSS THE IOS AND GOOGLE PLAY STORES FOR FULL-YEAR 2020. CONSUMER SPEND ONLY INCLUDES SPEND THROUGH APP STORES, AND DOES NOT INCLUDE REVENUES FROM MOBILE COMMERCE OR MOBILE ADVERTISING. FIGURES FOR YEAR-ON-YEAR GROWTH HAVE BEEN ROUNDED TO THE NEAREST 5%.

JAN
2021

USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH TYPE OF MOBILE APP EACH MONTH



MEXICO

CHAT APPS
(MESSENGERS)



GWl.

97.9%

SOCIAL
NETWORKING APPS



we
are
social

98.3%

ENTERTAINMENT
AND VIDEO APPS



GWl.

92.4%

MUSIC
APPS



KEPIOS

75.8%

GAME
APPS



67.1%

SHOPPING
APPS



77.1%

MAP
APPS



GWl.

82.7%

BANKING AND
FINANCIAL SERVICES APPS



49.4%

HEALTH, FITNESS,
AND NUTRITION APPS



GWl.

33.0%

DATING AND
FRIENDSHIP APPS



12.0%

JAN
2021

MOBILE ACTIONS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT PERFORMS EACH ACTION USING THEIR MOBILE PHONE EACH MONTH



MEXICO

MAKE VIDEO CALLS
OR USE SERVICES
LIKE FACETIME



61.7%

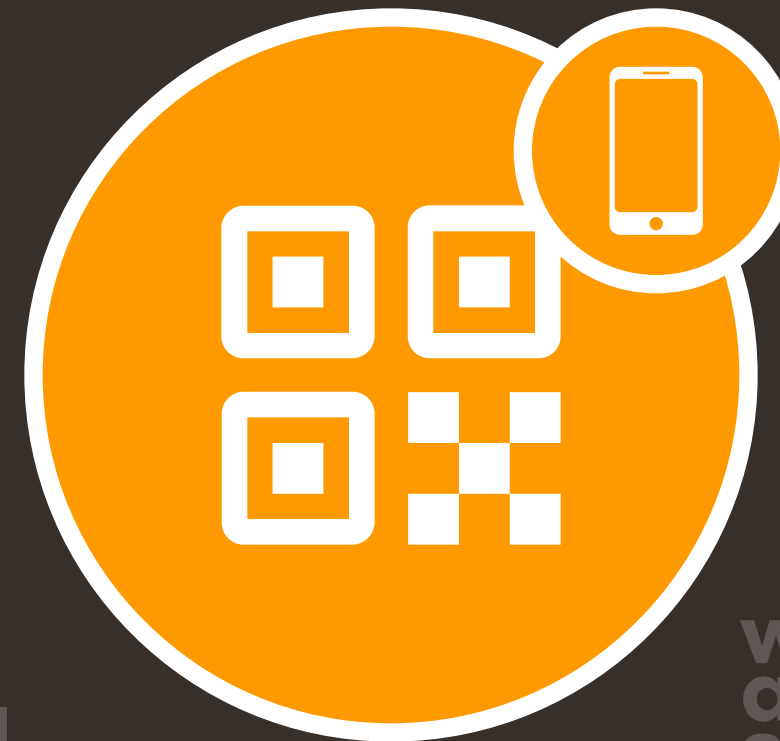
WATCH CONTENT
ON A TV BY CASTING IT
FROM A MOBILE PHONE*



GWI.

47.4%

USE OR
SCAN
QR CODES



we
are
social

45.5%

USE A MOBILE PAYMENT
SERVICE (E.G. APPLE
PAY, SAMSUNG PAY)



GWI.

26.7%

USE A MOBILE
PHONE AS A TICKET
OR BOARDING PASS



13.4%



JAN
2021

MOBILE APP RANKINGS: ACTIVE USERS

RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



MEXICO

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	PARENT COMPANY
01	WHATSAPP	FACEBOOK
02	FACEBOOK	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	SPOTIFY	SPOTIFY
06	NETFLIX	NETFLIX
07	TWITTER	TWITTER
08	MERCADOLIBRE	MERCADOLIBRE
09	TIKTOK	BYTEDANCE
10	PINTEREST	PINTEREST

RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

#	GAME NAME	PARENT COMPANY
01	FREE FIRE	SEA
02	AMONG US!	INNERSLOTH
03	CANDY CRUSH SAGA	TENCENT; ACTIVISION BLIZZARD
04	CALL OF DUTY: MOBILE	TENCENT; SEA; VNG; ACTIVISION BLIZZARD
05	ROBLOX	ROBLOX
06	MINECRAFT POCKET EDITION	NETEASE; MICROSOFT
07	POKÉMON GO	NIANTIC
08	CLASH ROYALE	SUPERCELL
09	SUBWAY SURFERS	IDREAMSKY; SYBO
10	PUBG MOBILE	TENCENT; VNG; REKOO; KRAFTON

JAN
2021

MOBILE APP RANKINGS: DOWNLOADS

RANKINGS OF TOP MOBILE APPS AND GAMES BY **TOTAL DOWNLOADS** IN 2020



MEXICO

RANKING OF MOBILE **APPS** BY **TOTAL NUMBER OF DOWNLOADS**

#	APP NAME	PARENT COMPANY
01	TIKTOK	BYTEDANCE
02	WHATSAPP	FACEBOOK
03	FACEBOOK	FACEBOOK
04	ZOOM CLOUD MEETINGS	ZOOM VIDEO COMMUNICATIONS
05	FACEBOOK MESSENGER	FACEBOOK
06	GOOGLE MEET	GOOGLE
07	INSTAGRAM	FACEBOOK
08	SPOTIFY	SPOTIFY
09	SHEIN	SHEIN
10	GOOGLE CLASSROOM	GOOGLE

RANKING OF MOBILE **GAMES** BY **TOTAL NUMBER OF DOWNLOADS**

#	GAME NAME	PARENT COMPANY
01	FREE FIRE	SEA
02	AMONG US!	INNERSLOTH
03	SUBWAY SURFERS	IDREAMSKY; SYBO
04	TILES HOP: EDM RUSH	AMANOTES; ZPLAY
05	ROBLOX	ROBLOX
06	BRAIN TEST: TRICKY PUZZLES	UNICO STUDIO
07	GARDENSCAPES - NEW ACRES	PLAYRIX
08	MY TALKING TOM FRIENDS	JINKE CULTURE - OUTFIT7
09	FUN RACE 3D	GOOD JOB GAMES
10	CALL OF DUTY: MOBILE	TENCENT; ACTIVISION BLIZZARD; SEA; VNG

JAN
2021

MOBILE APP RANKINGS: CONSUMER SPEND

RANKINGS OF TOP MOBILE APPS AND GAMES BY CONSUMER SPEND* IN 2020



MEXICO

RANKING OF MOBILE APPS BY CONSUMER SPEND*

#	APP NAME	PARENT COMPANY
01	YOUTUBE	GOOGLE
02	NETFLIX	NETFLIX
03	HBO GO	AT&T
04	TINDER	MATCH GROUP
05	GOOGLE ONE	GOOGLE
06	TWITCH	AMAZON
07	FACEBOOK	FACEBOOK
08	BLIM	TELEVISA
09	PICSART PHOTO & VIDEO EDITOR	PICSART
10	YOUTUBE MUSIC	GOOGLE

RANKING OF MOBILE GAMES BY CONSUMER SPEND*

#	GAME NAME	PARENT COMPANY
01	FREE FIRE	SEA
02	ROBLOX	ROBLOX
03	CALL OF DUTY: MOBILE	TENCENT; ACTIVISION BLIZZARD; SEA; VNG
04	PUBG MOBILE	KRAFTON; VNG; TENCENT; REKOO
05	COIN MASTER	MOON ACTIVE
06	CANDY CRUSH SAGA	ACTIVISION BLIZZARD; TENCENT
07	POKÉMON GO	NIANTIC
08	CLASH ROYALE	SUPERCELL
09	MINECRAFT POCKET EDITION	MICROSOFT; NETEASE
10	BRAWL STARS	SUPERCELL



ECOMMERCE USE

JAN
2021

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



MEXICO

HAS AN ACCOUNT WITH
A FINANCIAL INSTITUTION



36.9%



HAS A
CREDIT CARD



9.5%



HAS A MOBILE
MONEY ACCOUNT*



5.6%



MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



13.2%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



7.9%



PERCENTAGE OF MEN
WITH A CREDIT CARD



11.4%



PERCENTAGE OF WOMEN
MAKING ONLINE TRANSACTIONS



11.8%



PERCENTAGE OF MEN
MAKING ONLINE TRANSACTIONS



14.7%



JAN
2021

ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS PERFORMED EACH ACTIVITY IN THE PAST MONTH



MEXICO

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



GWl.

90.5%

VISITED AN ONLINE
RETAIL SITE OR STORE
(ANY DEVICE)



92.4%

USED A SHOPPING
APP ON A MOBILE
PHONE OR ON A TABLET



GWl.

77.1%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



we
are
social

76.4%

PURCHASED A
PRODUCT ONLINE
VIA A MOBILE PHONE



54.0%



JAN
2021

ECOMMERCE PURCHASES BY AGE GROUP

PERCENTAGE OF **INTERNET USERS** IN EACH AGE GROUP THAT MADE AN ONLINE PURCHASE IN THE PAST MONTH VIA ANY DEVICE



MEXICO

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: **16-24 YEARS OLD**



72.1%

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: **25-34 YEARS OLD**



80.1%

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: **35-44 YEARS OLD**



80.4%

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: **45-54 YEARS OLD**



76.9%

PURCHASED A PRODUCT
ONLINE IN THE PAST
MONTH: **55-64 YEARS OLD**



66.4%

JAN
2021

ECOMMERCE SPEND BY CATEGORY

THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2020, IN U.S. DOLLARS

 CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL DATA MEAN **VALUES ARE NOT COMPARABLE** WITH PREVIOUS REPORTS



MEXICO

TRAVEL, MOBILITY, &
ACCOMMODATION*



\$7.68
BILLION

statista 

FASHION
& BEAUTY



\$4.52
BILLION



ELECTRONICS &
PHYSICAL MEDIA



\$5.89
BILLION

we
are
social

FOOD &
PERSONAL CARE



\$1.93
BILLION

FURNITURE &
APPLIANCES



\$3.02
BILLION



TOYS, DIY
& HOBBIES



\$3.45
BILLION

we
are
social

DIGITAL
MUSIC



\$344.5
MILLION

statista 

VIDEO
GAMES



\$1.97
BILLION

SOURCES: STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JAN 2021). FIGURES BASED ON ESTIMATES OF FULL-YEAR ONLINE CONSUMER SPEND FOR 2020, EXCLUDING B2B SPEND. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING.  **COMPARABILITY ADVISORY:** BASE CHANGES. DEFINITIONS FOR CATEGORIES DENOTED BY (*) HAVE ALSO CHANGED. DATA MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

we
are
social



Hootsuite®

JAN
2021

ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR CHANGE IN THE TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2020 vs. 2019

 CHANGES TO CATEGORY DEFINITIONS AND REVISIONS TO HISTORICAL DATA MEAN **VALUES ARE NOT COMPARABLE** WITH PREVIOUS REPORTS



MEXICO

TRAVEL, MOBILITY, &
ACCOMMODATION*



-48.5%

statista

FASHION
& BEAUTY



+36.2%



ELECTRONICS &
PHYSICAL MEDIA



+25.5%

we
are
social

FOOD &
PERSONAL CARE



+42.5%

FURNITURE &
APPLIANCES



+31.8%



TOYS, DIY
& HOBBIES



+32.4%

we
are
social

DIGITAL
MUSIC



+35.0%

statista

VIDEO
GAMES



+32.8%



JAN
2021

GOOGLE SHOPPING: TOP QUERIES IN 2020

THE MOST COMMON SHOPPING QUERIES THAT PEOPLE ENTERED INTO GOOGLE BETWEEN 01 JANUARY AND 31 DECEMBER 2020



MEXICO

#	SEARCH QUERY	INDEX
01	MERCADO LIBRE	100
02	TENIS	95
03	WALMART	91
04	COPPEL	80
05	SAMSUNG	72
06	NIKE	65
07	AMAZON	55
08	HUAWEI	50
09	IPHONE	47
10	LIVERPOOL	45

#	SEARCH QUERY	INDEX
11	XBOX	40
12	HOME DEPOT	30
13	ADIDAS	30
14	LAPTOP	26
15	XIAOMI	26
16	JORDAN	25
17	XBOX ONE	25
18	AURRERA	24
19	MOTOROLA	23
20	CELULARES	23

we
are
social



JAN
2021

OVERVIEW: CONSUMER GOODS ECOMMERCE

SIZE AND GROWTH OF THE B2C CONSUMER GOODS* ECOMMERCE MARKET (IN U.S. DOLLARS)



MEXICO

NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA THE INTERNET*



statista

50.70
MILLION

TOTAL VALUE OF THE
CONSUMER GOODS
ECOMMERCE MARKET



\$18.80
BILLION

ANNUAL GROWTH IN THE TOTAL
VALUE OF THE CONSUMER
GOODS ECOMMERCE MARKET



we
are
social

+31.9%

ONLINE CONSUMER GOODS
PURCHASES: AVERAGE
ANNUAL SPEND PER USER



\$371



JAN
2021

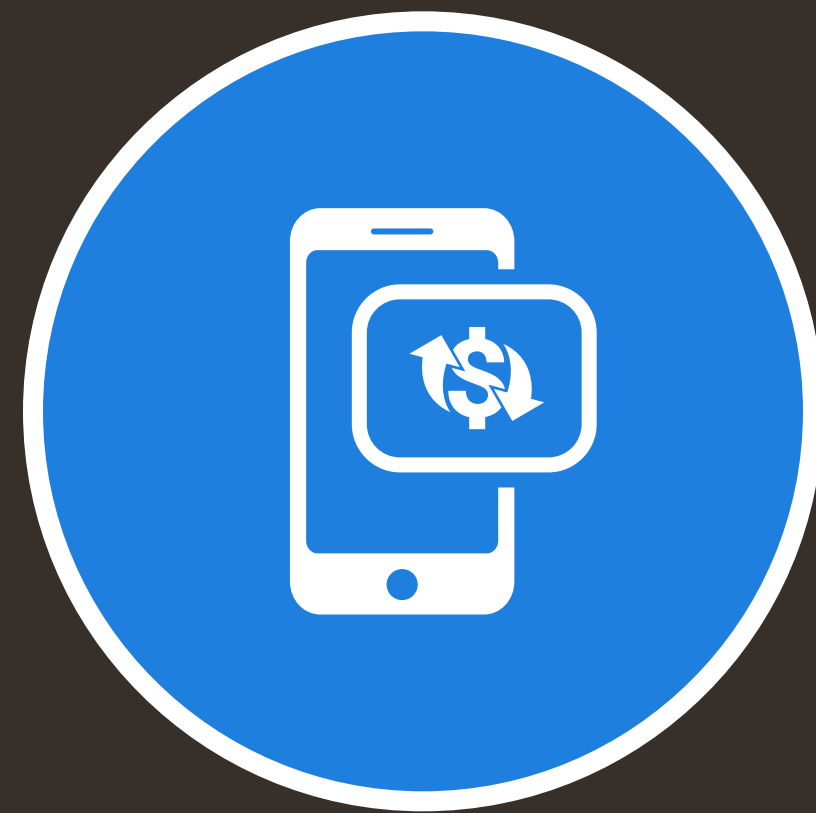
INTERNET-FACILITATED PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES OR PAYS FOR EACH KIND OF DIGITAL SERVICE EACH MONTH



MEXICO

MOBILE PAYMENT
SERVICE (E.G. APPLE
PAY, SAMSUNG PAY)



we
are
social

26.7%

PAID DIGITAL CONTENT*
(E.G. TV STREAMING, MUSIC
DOWNLOADS, EPUBLISHING)



GWI.

83.3%

ONLINE RIDE-
HAILING SERVICE (E.G.
UBER, DIDI CHUXING)



49.5%

ONLINE FOOD
DELIVERY SERVICE (E.G.
DOORDASH, DELIVEROO)



62.3%

JAN
2021

OVERVIEW: DIGITAL PAYMENTS

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET (IN U.S. DOLLARS)



MEXICO

NUMBER OF PEOPLE
MAKING DIGITALLY ENABLED
PAYMENT TRANSACTIONS*



50.70
MILLION

TOTAL ANNUAL VALUE
OF DIGITALLY ENABLED
CONSUMER PAYMENTS



\$36.60
BILLION

ANNUAL CHANGE IN THE
VALUE OF DIGITALLY ENABLED
CONSUMER PAYMENTS



+13.4%

DIGITAL PAYMENTS:
AVERAGE VALUE OF ANNUAL
TRANSACTIONS PER USER



\$722

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR FINTECH (JAN 2021). FIGURES USE FULL-YEAR VALUES FOR 2020, WITH COMPARISONS TO EQUIVALENT 2019 DATA. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. ***NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED PAYMENTS" INCLUDE PAYMENTS FOR PRODUCTS AND SERVICES MADE OVER THE INTERNET, AND MOBILE PAYMENTS AT POINT-OF-SALE (POS) VIA SMARTPHONE APPS. **COMPARABILITY ADVISORY:** BASE CHANGES. DATA NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN
2021

OVERVIEW: ONLINE TAXI AND RIDE-HAILING

SIZE AND GROWTH OF THE INTERNET-FACILITATED RIDE-HAILING AND TAXI BOOKING MARKET (IN U.S. DOLLARS)



MEXICO

NUMBER OF PEOPLE
USING DIGITALLY ENABLED
RIDE-HAILING SERVICES*



13.58
MILLION

TOTAL VALUE OF THE
DIGITALLY ENABLED
RIDE-HAILING MARKET



\$875.2
MILLION

ANNUAL CHANGE IN THE
TOTAL VALUE OF THE DIGITALLY
ENABLED RIDE-HAILING MARKET



-47.7%

DIGITALLY ENABLED RIDE-
HAILING SERVICES: AVERAGE
ANNUAL REVENUE PER USER



\$64



statista

we
are
social

SOURCE: STATISTA MARKET OUTLOOK FOR ONLINE MOBILITY SERVICES (JAN 2021). FIGURES USE FULL-YEAR VALUES FOR 2020, WITH COMPARISONS TO 2019 DATA. SEE [STATISTA.COM/OUTLOOK/MOBILITY-MARKETS](https://www.statista.com/outlook/mobility-markets) FOR MORE DETAILS. ***NOTE:** "DIGITALLY ENABLED RIDE-HAILING SERVICES" INCLUDE TRANSPORTATION NETWORK COMPANIES THAT OFFER RIDES IN PRIVATE VEHICLES (E.G. UBER, DIDI, GRAB), RIDE-POOLING SERVICES, AND TAXI SERVICES BOOKED ONLINE OR THROUGH A SMARTPHONE APP. **◇ COMPARABILITY ADVISORY:** BASE CHANGES.

we
are
social



Hootsuite®

JAN
2021

OVERVIEW: ONLINE FOOD DELIVERY

SIZE AND GROWTH OF THE MARKET FOR ONLINE SERVICES PROVIDING TAKE-AWAY FOOD DELIVERY (IN U.S. DOLLARS)



MEXICO

NUMBER OF PEOPLE USING
ONLINE SERVICES TO ORDER
TAKE-AWAY FOOD DELIVERY*



25.14
MILLION

TOTAL VALUE OF
THE ONLINE FOOD
DELIVERY MARKET



\$1.83
BILLION

ANNUAL CHANGE IN THE
TOTAL VALUE OF THE ONLINE
FOOD DELIVERY MARKET



+37.5%

ONLINE FOOD DELIVERY
SERVICES: AVERAGE
ANNUAL REVENUE PER USER



\$73



statista

we
are
social





DIGITAL MARKETING

JAN
2021

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS OR PRODUCTS THROUGH EACH CHANNEL



MEXICO

ADS ON SOCIAL MEDIA

42.5%

RETAIL WEBSITES

38.9%

BRAND OR PRODUCT WEBSITES

37.3%

SEARCH ENGINES

36.4%

WORD-OF-MOUTH RECOMMENDATIONS

35.3%

ADS ON TELEVISION

35.1%

RECOMMENDATIONS OR COMMENTS ON SOCIAL MEDIA

35.1%

ADS ON WEBSITES

33.3%

IN-STORE DISPLAYS OR PROMOTIONS

30.2%

ADS IN MOBILE OR TABLET APPS

28.8%

JAN
2021

PRIMARY CHANNELS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH CHANNEL WHEN RESEARCHING BRANDS*



MEXICO

SOCIAL NETWORKS

64.7%

SEARCH ENGINES

60.8%

PRODUCT AND BRAND WEBSITES

42.6%

CONSUMER REVIEWS

40.7%

PRICE COMPARISON WEBSITES

31.1%

MOBILE APPS

30.8%

VIDEO SITES

27.6%

Q&A SERVICES (E.G. QUORA)

23.9%

PRODUCT AND BRAND BLOGS

23.8%

SPECIALIST REVIEW WEBSITES

23.0%

we
are
social



Hootsuite®

GW.



JAN
2021

VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2020 BY AD FORMAT



MEXICO

TOTAL DIGITAL AD
SPEND IN 2020



\$2.42
BILLION

we
are
social

SPEND ON DIGITAL
SEARCH ADS IN 2020



\$684.6
MILLION

statista

SPEND ON SOCIAL
MEDIA ADS IN 2020



\$762.3
MILLION

SPEND ON DIGITAL
BANNER ADS IN 2020



\$491.4
MILLION

statista

SPEND ON DIGITAL
VIDEO ADS IN 2020



\$374.2
MILLION



SPEND ON DIGITAL
CLASSIFIED ADS IN 2020



\$106.9
MILLION



JAN
2021

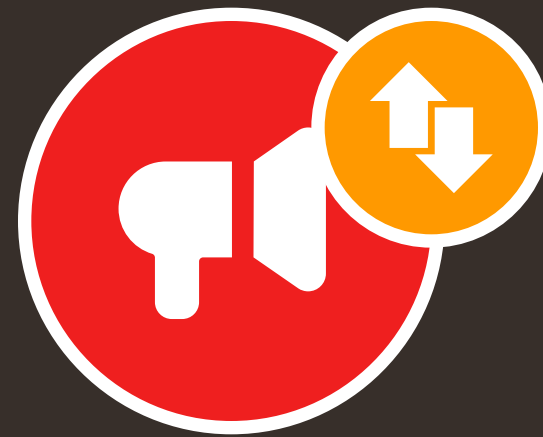
DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BY AD FORMAT BETWEEN 2019 AND 2020



MEXICO

YEAR-ON-YEAR CHANGE
IN TOTAL DIGITAL AD SPEND



+1.5%

we
are
social

YEAR-ON-YEAR CHANGE IN
DIGITAL SEARCH AD SPEND



-1.3%

statista

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA AD SPEND



+3.5%

YEAR-ON-YEAR CHANGE IN
DIGITAL BANNER AD SPEND



+2.2%

statista

YEAR-ON-YEAR CHANGE IN
DIGITAL VIDEO AD SPEND



+5.0%



YEAR-ON-YEAR CHANGE IN
DIGITAL CLASSIFIED AD SPEND



-5.3%



CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NETHERLANDS	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NEW CALEDONIA	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW ZEALAND	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NICARAGUA	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NIGER	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGERIA	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIUE	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	MADAGASCAR	NORFOLK IS.	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MALAWI	NORTH MACEDONIA	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAYSIA	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALDIVES	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALI	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALTA	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MARSHALL IS.	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARTINIQUE	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MAURITANIA	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITIUS	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAYOTTE	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MEXICO	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MICRONESIA	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MOLDOVA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MONACO	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONGOLIA	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONTENEGRO	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTSERRAT	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MOROCCO	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOZAMBIQUE	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MYANMAR	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	NAMIBIA	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAURU	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NEPAL	ST. HELENA	TAIWAN	ZIMBABWE

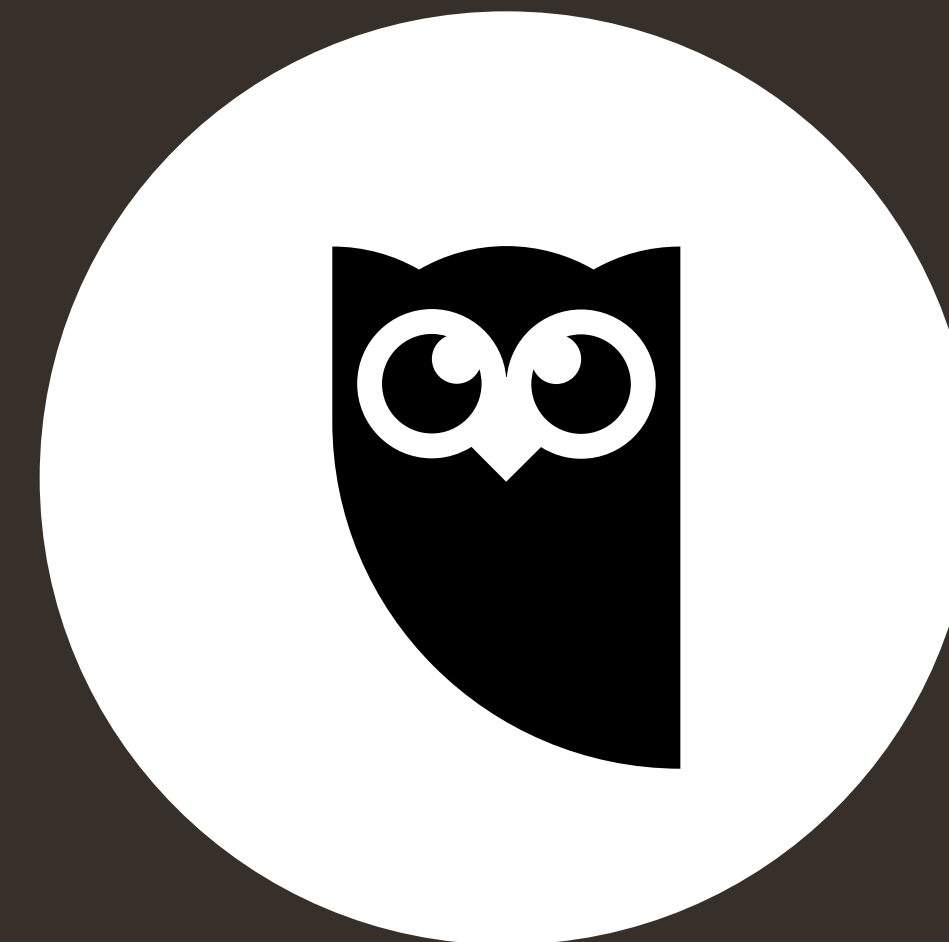


MORE INFORMATION

CLICK THE LOGOS TO ACCESS ADDITIONAL
CONTENT, INSIGHTS, AND RESOURCES
FROM WE ARE SOCIAL AND HOOTSUITE:



WE ARE SOCIAL



HOOTSUITE

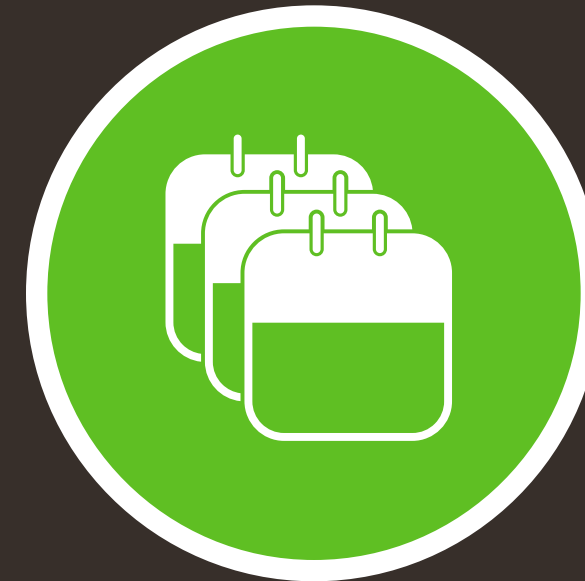
SPECIAL THANKS: GWI

GWI.

GWI (formerly GlobalWebIndex) is a target audience company that provides consumer insight across 46 countries to the world's leading brands, communication agencies and media organizations. The company runs a global survey representing more than 2 billion connected consumers, which offers up over 40,000 data points on the behaviors and perceptions of internet users around the world. Using the subscription-based platform, clients can gather in-depth insights into audience behaviors, attitudes and interests through a combination of survey data and analytics.



**90% GLOBAL
COVERAGE**



**ONGOING DATA COLLECTION
ACROSS 46 MARKETS**



**CROSS-DEVICE
COVERAGE**

Learn more at <https://www.globalwebindex.com>

SPECIAL THANKS: STATISTA

statista 

Statista is one of the world's largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, advertising, smart home, and fintech for over 150 countries and regions.



**96% OF THE GLOBAL
INTERNET POPULATION**



**OVER 150 COUNTRIES
AND REGIONS**



**98% OF WORLDWIDE
ECONOMIC POWER**



**MORE THAN 30,000
INTERACTIVE STATISTICS**

Learn more about Statista at <https://www.statista.com>

SPECIAL THANKS: GSMA INTELLIGENCE

The logo for GSMA Intelligence, featuring the text "GSMA" in a small red font above the word "Intelligence" in a larger black font, all contained within a white circular background.

GSMA Intelligence is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence's team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at <https://www.gsmainelligence.com>

SPECIAL THANKS: SEMRUSH



Semrush is an online visibility management and content marketing SaaS platform that ensures businesses get measurable results from their online marketing.



**7+ MILLION
GLOBAL USERS**



**190 GEOGRAPHICAL
DATABASES**



**DATA FOR MOBILE
AND DESKTOP**



**HISTORICAL DATA
BACK TO 2012**

Learn more at <https://www.semrush.com>

SPECIAL THANKS: APP ANNIE



App Annie is the industry's most trusted mobile data and analytics platform. App Annie's mission is to help customers create winning mobile experiences and achieve excellence. Founded in 2010, the company launched the first mobile market data solution. In 2020, App Annie launched App Annie Ascend, an advertising analytics solution, making it the first company in its space to offer a side-by-side view of market data and companies' own data to support mission-critical business decisions. Together, these solutions comprise the industry's most complete mobile performance platform. More than 1,100 enterprise clients and 1 million registered users across all geographies and industries rely on App Annie to drive their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.



**1 MILLION
REGISTERED USERS**



**BEST-IN-CLASS
DATA**



**COVERAGE ACROSS
150 COUNTRIES**



**UNPARALLELED
SERVICE & SUPPORT**

Learn more about App Annie at <https://www.appannie.com>

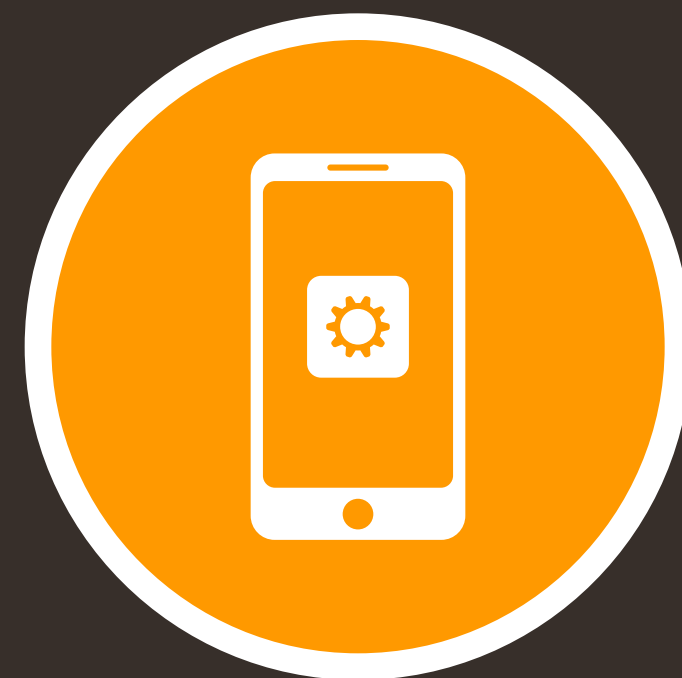
SPECIAL THANKS: SIMILARWEB



SimilarWeb provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on SimilarWeb to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street's Secret Weapons, and one of Calcalist's 2018 List of 50 Most Promising Israeli Startups.



**WEB
INTELLIGENCE**



**APP
INTELLIGENCE**



**GLOBAL
COVERAGE**



**GRANULAR
ANALYSIS**

Learn more about SimilarWeb at <https://www.similarweb.com>

SPECIAL THANKS: LOCOWISE



Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.



**CUSTOM REPORT
BUILDER WITH
OVER 300 METRICS**



**CAMPAIGN
ANALYSIS, TRACKING
AND REPORTING**



**INSIGHTS FROM ALL
YOUR NETWORKS
IN ONE PLACE**



**PREDICTIVE
METRICS TO DRIVE
FUTURE STRATEGY**

Learn more about Locowise at <https://locowise.com>

DATA SOURCES

GLOBAL HEADLINE SLIDES: All slides taken from **Digital 2021 Global Overview Report** ([click here](#) to read the complete report).

POPULATION & DEMOGRAPHICS: United Nations World Population Prospects, 2019 Revision; U.S. Census Bureau (accessed Jan 2021); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in Jan 2021). **Literacy rates:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook (all accessed Jan 2021). **Device ownership and time spent by media:** GWI* (Q3 2020).

INTERNET: ITU Statistics; Eurostat Data Explorer; GWI; World Bank Data Bank; CNNIC; APJII; GSMA Intelligence; OCDH; local government authorities (all accessed January 2021). **Mobile internet share** based on data from GWI* (Q3 2020); extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speeds** from Ookla Speedtest (accessed Jan 2021). **Web traffic by device, web browser share, and share of search market** from Statcounter (Jan 2021). **Time spent** on the internet from GWI* (Q3 2020). **World's top websites** from Semrush (Jan 2021); SimilarWeb (Jan 2021); Alexa

(monthly average, as reported in mid-January 2021). **Share of website traffic by device, age, and gender** from Semrush (Jan 2021). **Google search** insights from Google Trends (accessed Jan 2021). Data for **search behaviours, data misuse fears, and use of ad blockers** from GWI* (Q3 2020). Concerns about 'fake news' from Reuters Institute Digital News Report 2020. **Digital content** insights from GWI* (Q3 2020). **Smart home** insights from Statista Digital Market Outlook* (accessed Jan 2021).

SOCIAL MEDIA: platforms' self-service advertising tools and websites; company earnings announcements, marketing, promotional materials, and press releases; public remarks by senior executives; reports in reputable media; OCDH; CafeBazaar; Mediascope (all latest data available in January 2021). **Platform ranking and time spent** from GWI* (Q3 2020). **Facebook engagement benchmarks** from Locowise (Jan 2021). **YouTube search insights** from Google Trends (accessed Jan 2021). **Top social media apps and video streaming apps:** App Annie (Jan 2021).

MOBILE: Mobile Connections: GSMA Intelligence (Jan 2021). **Mobile app market overview, time spent, and mobile app rankings:** App Annie (Jan 2021). **Mobile actions and app categories:** GWI* (Q3 2020).

ECOMMERCE: GDP and financial inclusions data: World Bank DataBank; IMF Data; CIA World Factbook (all accessed Jan 2021). **Adoption by device, gender and age:** GWI* (Q3 2020); **Ecommerce spend:** Statista Digital Market Outlook and Statista Mobility Services Outlook* (both accessed Jan 2021); GWI* (Q3 2020). **Consumer goods:** Statista Digital Market Outlook* (accessed Jan 2021). **Mobile payments:** Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020). **Ride-hailing:** Statista Mobility Services Outlook* (accessed Jan 2021); GWI* (Q3 2020). **Online food delivery:** Statista Digital Market Outlook* (accessed Jan 2021); GWI* (Q3 2020).

MARKETING: Brand discovery and research channels: GWI* (Q3 2020). **Market value:** Statista Digital Market Outlook* and Statista Advertising & Media Outlook* (both accessed Jan 2021).

NOTE: All data points may include extrapolations.

*For more details about GWI including methodology, visit <https://www.globalwebindex.com>.

*For more details about Statista's Market Outlooks, visit <https://www.statista.com/outlook/digital-markets>.

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we've used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave of research.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect, collate, and publish regular internet user data.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures.

This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

Because we separate social media user numbers and internet user numbers, the figures we report for social media users may exceed

internet user numbers in some countries. In such instances, these figures do not represent errors. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple accounts, and / or of 'non-human' social media accounts.

Please also note that we've changed the source for a various data points in this year's reports, and a number of historical metrics that we reported in previous Global Digital reports have been revised by the original data provider. As a result, some figures in this year's reports may appear to have changed in unexpected ways. Wherever we're aware of these changes, we've included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to base data may mean that values are not comparable.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

DISCLAIMER AND IMPORTANT NOTES

This report has been compiled by Kepios Pte. Ltd. ("Kepios"), We Are Social Ltd. ("We Are Social"), and Hootsuite Inc. ("Hootsuite") for informational purposes only, and relies on data from a wide variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals.

While Kepios, We Are Social, and Hootsuite strive to ensure that all data and charts contained in this report are, as at the time of publication, accurate and up-to-date, neither Kepios, nor We Are Social, nor Hootsuite shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

All information contained in this report is provided "as is", with no guarantee whatsoever of its accuracy, completeness, correctness or non-infringement of third-party rights and without warranty of any kind, express or implied, including without limitation, warranties of merchantability or fitness for any particular purpose.

This report contains data, tables, figures, maps, flags, analyses and technical notes that relate to various geographical territories around the world, however reference to these territories and any associated elements (including names and flags) does not imply the expression of any opinion whatsoever on the part of Kepios, We Are Social, Hootsuite, or any of the featured brands, nor any of those organisations' partners, affiliates, employees or agents, concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

This report is provided with the understanding that it does not constitute professional advice or services of any kind and should therefore not be substituted for independent investigations, thought or judgment. Accordingly, neither Kepios, nor We Are Social, nor Hootsuite, nor any of the brands or organisations featured or cited herein, nor any of their partners, affiliates, group companies, employees or agents shall, to the fullest extent permitted by law, be liable to you or anyone

else for any direct, indirect, punitive, incidental, special, consequential, exemplary or similar loss or damage, or loss or damage of any kind, suffered by you or anyone else as a result of any use, action or decision taken by you or anyone else in any way connected to this report or the information contained herein, or the result(s) thereof, even if advised of the possibility of such loss or damage.

This report may contain references to third parties, however this report does not endorse any such third parties or their products or services, nor is this report sponsored, endorsed or associated with such third parties.

Except for those portions of this report relating to the perspectives of Hootsuite or We Are Social, this report and any opinions contained herein have been prepared by Kepios, and have not been specifically approved or disapproved by Hootsuite or We Are Social. This report is subject to change without notice. To ensure that you have the most up-to-date version of this report, please visit our reports website at <https://datareportal.com/>.

CLICK HERE TO ACCESS OUR COMPLETE COLLECTION OF
FREE REPORTS: THOUSANDS OF CHARTS PACKED WITH
DATA AND TRENDS TO HELP YOU UNDERSTAND DIGITAL
BEHAVIOURS IN EVERY COUNTRY ACROSS THE WORLD



[HTTPS://DATAREPORTAL.COM](https://datareportal.com)

ALL THE NUMBERS YOU NEED

we are. social

We are a socially-led creative agency. We are a global team of more than 850 people in 15 offices around the world with a common purpose: to connect people and brands in meaningful ways.

We believe in people before platforms and the power of social insight to drive business value. We call this social thinking.

We work with many of the world's biggest brands, including adidas, Netflix, Samsung, Lavazza, and Google on global, regional and local projects.

If you'd like to work with us, visit <https://wearesocial.com>



Hootsuite is the leader in social media management, trusted by more than 18 million users and 4,000+ enterprise organizations.

With one unified platform, you'll have the tools you need to find and join the conversations that matter to your brand across social channels, bring new customers in the door with social ads, and measure and grow the return on your investment in social.

Hootsuite is built to help any team get started today and ready to extend as far as you need in the future with powerful add-ons including CRM integrations, scalable training for your team, and our ecosystem that plugs into your existing tools including Google My Business, Adobe Stock, Canva, Slack, and hundreds more.

Learn more at hootsuite.com



SIMON KEMP



@ESKIMON



REPORTS@KEPIOS.COM



DATAREPORTAL.COM