



Global E-Commerce Intelligence
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SAMPLE REPORT
**MEXICO B2C E-COMMERCE
AND PAYMENT MARKET 2020 & COVID-19'S IMPACT**
PUBLICATION DATE: JULY 2020

PREFACE

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Our reports are based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

METHODOLOGY OF THE CURRENT REPORT

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Report Coverage

- The report covers the impact of the coronavirus (COVID-19) pandemic on B2C E-Commerce and payments in Mexico.

Report Structure

- The report starts with an overview, highlighting the overall impact of COVID-19 on B2C E-Commerce development in the respective country.
- Next, the “Sales & Shares” section covers the development of B2C E-Commerce prior to the outbreak and contains a forecast for E-Commerce’s share of total retail sales post-COVID-19.
- Afterwards, the section “Products & Verticals” shows the leading product categories purchased online during the pandemic and COVID-19’s impact on selected products and services.
- The “Trends” section highlights the implications of the outbreak for the development of online shopping trends, such as cross-border E-Commerce.
- The next section, “Payment”, covers the payment methods most used by online shoppers before and during the COVID-19 outbreak.
- The “Delivery” section provides insights on E-Commerce delivery and its perception by online shoppers amid the COVID-19 pandemic.
- Finally, the “Players” section includes information about the impact of the Coronavirus on the leading B2C E-Commerce companies in terms of website traffic.

DEFINITIONS

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The following expressions and definitions are used in this market report*:

- **COVID-19 / CORONAVIRUS** An infectious disease triggered by an intense acute respiratory sickness. COVID-19 was first identified at the end of 2019 in Wuhan, China, and spread worldwide, becoming known as the coronavirus pandemic.
- **B2C E-COMMERCE** the sale of products (and services) through electronic transactions via the Internet from businesses to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer-to-consumer (C2C) sales.
- **E-COMMERCE SALES** the total sales generated either on the E-Commerce market in a certain country or region, or the total sales generated through E-Commerce by a player on the market.
- **ONLINE SHOPPERS** the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- **ONLINE TRAVEL** the sale of goods (and services) directly to consumers in other countries, with orders delivered from the country where the foreign shop is based or from a central logistics facility, i.e. across the country's borders.
- **ONLINE PAYMENT** Transfer of money made over the Internet following a consumer's payment command, includes payments for product and service purchased in B2C E-Commerce and M-Commerce.
- **E-WALLET/DIGITAL WALLET** A prepaid digital account, allowing users to store money and use it in online or mobile transactions. The examples of E-Wallets or digital wallets include Alipay and PayPal.
- **CONTACTLESS PAYMENT** Near Field Communication is a set of standards to create radio communication by bringing devices close together or having them touch each other. In that way, contactless data exchange and contactless payment transactions using an NFC-enabled smartphone or other mobile device can take place. Similarly, contactless payments can be made by credit and debit cards enabled with the contactless technology.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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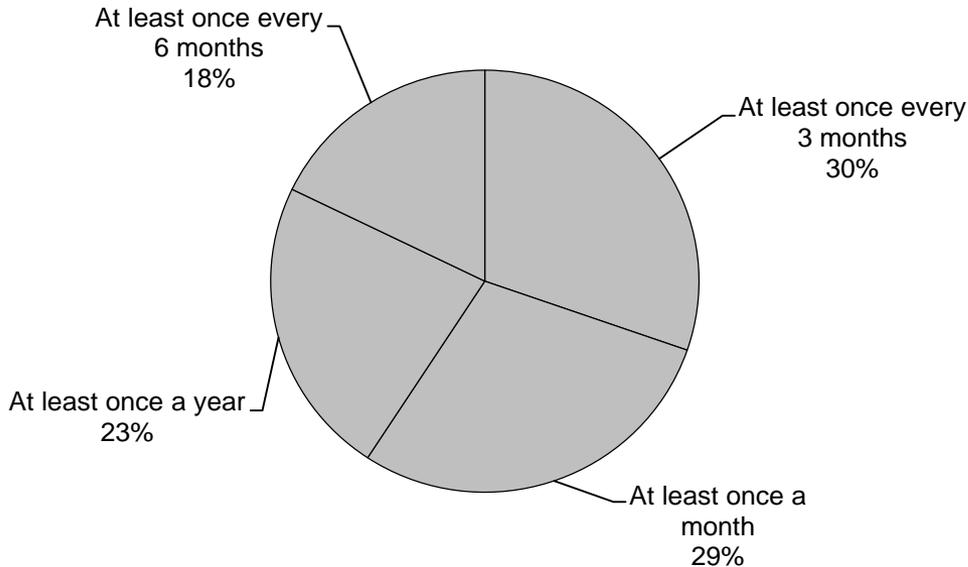
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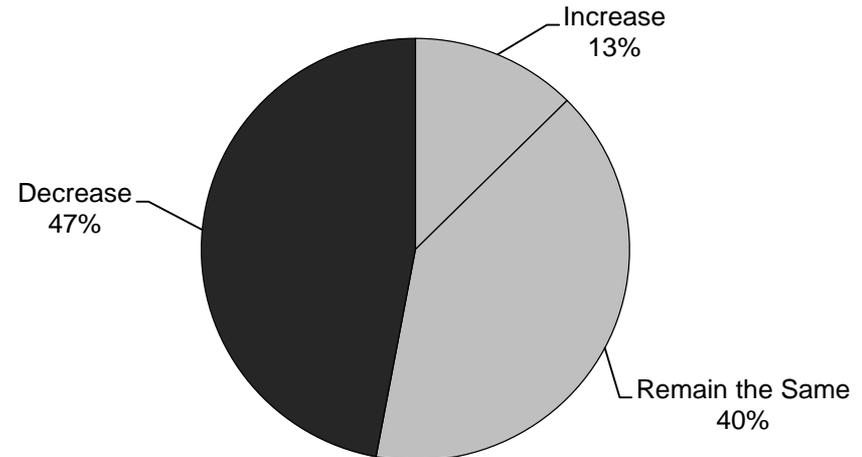
Close to one-half of cross-border shoppers in Mexico expected to buy less frequently on international websites as a result of COVID-19.

Mexico: Breakdown of Frequency of Making Purchases on International Websites Before COVID-19, and Breakdown of Estimated Change in Frequency of Making Purchases on International Websites Due To COVID-19, in % of Cross-Border Online Shoppers, May 2020

Before COVID-19



During COVID-19

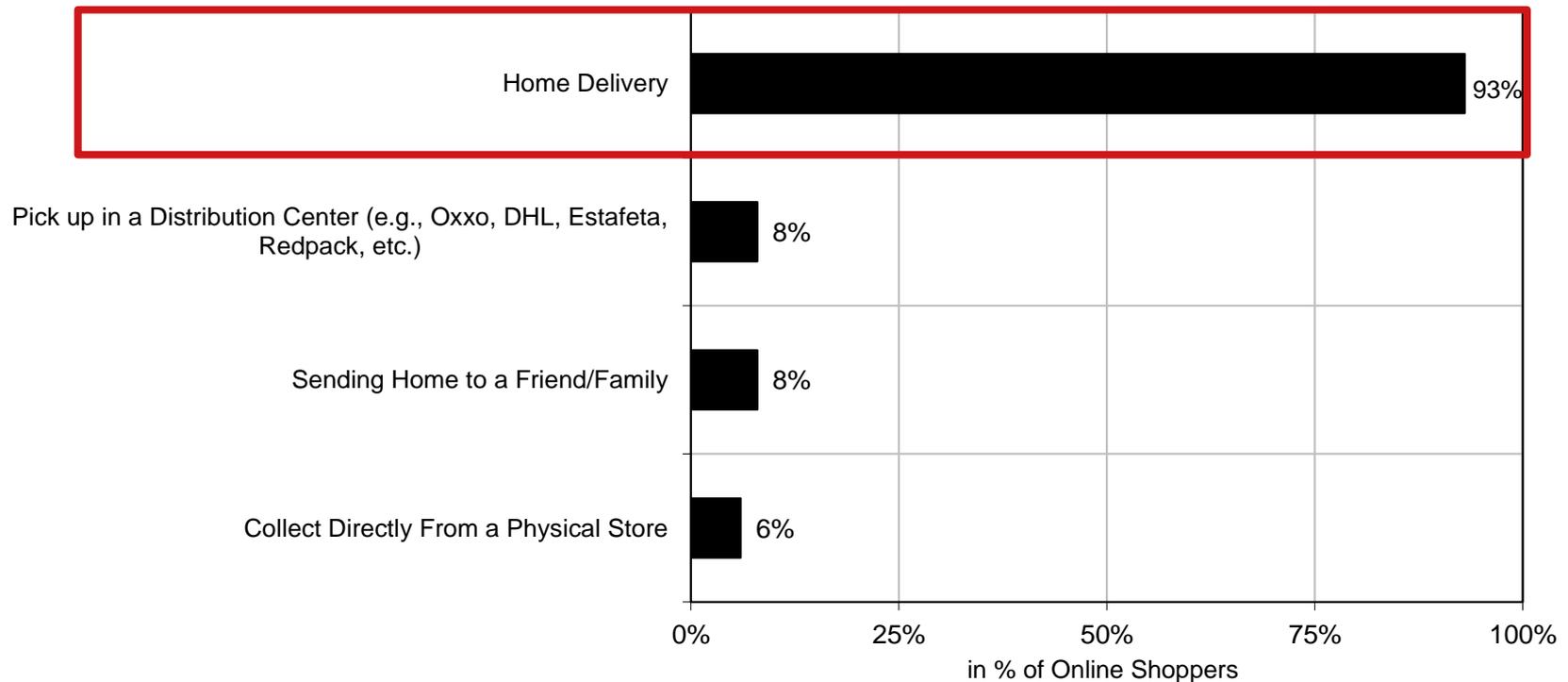


Survey: based on a survey of 1,600 of online consumers who purchased on international websites, conducted between May 5th and May 18th; question asked: "How often do you buy from international websites?" and "Due to the COVID-19 scenario, do you believe your purchasing frequency in international websites will increase, decrease or remain the same?"

Source: EBANX, June 2020

When shopping during the Hot Sale 2020 holiday in May-June 2020, buyers in Mexico preferred “Home delivery” (93%).

Mexico: Delivery Methods Used During The Hot Sale Online Shopping Holiday, in % of Online Shoppers, June 2020



Note: does not add up to 100% due to multiple answers possible;
Hot Sale is an online shopping holiday organized by Mexico’s Association for Online Trade (AMVO); it was held between May 22 and June 1 in 2020

Survey: based on a survey of 1,002 respondents, conducted between 2 and 15 June 2020; question asked: “Which delivery methods did you choose to receive your purchases during Hot Sale?”; the base of respondents to this question were 514 shoppers

Source: AMVO, Netquest, Nielsen, June 2020



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