

Mexico Last Mile Delivery - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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Report description:

The Mexico Last Mile Delivery Market size is estimated at USD 15.63 billion in 2025, and is expected to reach USD 27.31 billion by 2030, at a CAGR of greater than 11.81% during the forecast period (2025-2030).

Key Highlights

- The Mexico last-mile delivery market is driven by a surge in demand for e-commerce and an increasing demand for same-day delivery.
- In 2024, Mexico's e-commerce market boasted roughly 74 million users and raked in about USD 38 billion. Projections indicate these numbers could nearly double in the next five years. Holding a market share of over 26 percent, Mexico stands as the second-largest player in Latin America's online retail revenues, closely trailing Brazil for the lead.
- Amazon and Mercado Libre, both hailing from foreign shores, dominate the online retail landscape in Mexico. These two giants have recently ramped up their activities in the North American nation. In 2024, Mercado Libre made headlines with a significant investment of USD 2.45 billion, aimed at bolstering its logistics. Meanwhile, Jeff Bezos' Amazon has been steadily expanding its operations throughout the country. Since its 2015 entry into the Mexican market, Amazon has broadened its delivery services to cover all 32 states, proudly offering next-day delivery in 80 cities.
- Yet, the competitive landscape has shifted with the rise of two Chinese players, Temu and SHEIN. In 2023, these fast-fashion titans emerged as the top downloaded shopping apps in Mexico, collectively racking up over 37 million and 27 million downloads on the App Store and Google Play Store
- Today, e-commerce spans a multitude of product categories. However, consumers predominantly channel their online spending towards personal and household items. Regarding payment preferences, approximately one-third of Mexicans lean towards credit cards, while just over 25% favor e-wallets.
- Mexico's e-commerce sector is experiencing remarkable growth, underscoring its regional significance with a vast user base and

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impressive revenue figures. Industry titans such as Amazon and Mercado Libre, along with rising Chinese players, intensify the competition, fueling innovation and drawing substantial investments. As Mexican consumers increasingly embrace the convenience of online shopping, the market is poised for further evolution and expansion, solidifying its status as one of Latin America's most dynamic e-commerce arenas.

Mexico Last Mile Delivery Market Trends

B2B segment experiencing substantial growth

In Mexico's B2C e-commerce landscape, shifting consumer behaviors are prominently steering the course, with a marked tilt towards mobile commerce. A striking 79% of online transactions are projected to be conducted on mobile devices, emphasizing the critical need for mobile-optimized platforms and services.

Furthermore, there's a discernible shift towards digital payment methods, especially digital wallets, which are set to capture a significant portion of online transactions as payment options broaden. This evolution is largely fueled by a tech-savvy populace increasingly leaning on technology for a more convenient shopping experience.

While the consumer electronics segment dominates the B2C e-commerce arena, claiming a substantial revenue share, the beauty and personal care segment is emerging as one of the fastest-growing sectors, underscoring the ever-evolving interests of online shoppers.

Key market players, spanning global behemoths like Amazon to homegrown platforms such as Mercado Libre, are solidifying their footholds by refining user experiences and broadening their product ranges. These marketplaces are also embracing innovations, rolling out personalized marketing strategies and loyalty programs, to both entice new customers and retain existing ones.

As of August 2024, MercadoLibre stood as a leading e-commerce provider in Latin America. Alongside US-based Amazon, they command an impressive 85% share of Mexico's e-commerce sales, as reported by Mexico's Federal Economic Competition Commission (COFECE).

Growing cross-border trade relations with other countries on various industries

Mexican consumers are increasingly turning to international shopping, driving demand. In 2024, around 82.3% of Mexico's online shoppers made purchases from global retailers, with nearly half of these transactions coming from U.S. websites. This trend underscores a rising appetite for international products, bolstering cross-border sales.

Key to this growth are the expanding internet access and the surging popularity of online marketplaces. Currently, cross-border transactions make up about 24% of Mexico's e-commerce landscape, signaling a dynamic market ready for heightened engagement from consumers eyeing international products.

Research shows that 8 out of 10 Mexican consumers participated in cross-border shopping, with a strong preference for U.S. brands, driven by their availability and perceived quality. As Mexican consumers increasingly seek products not easily found domestically, this trend is set to amplify, further fueling the demand for cross-border e-commerce.

Mexico Last Mile Delivery Industry Overview

Mexico's last-mile delivery market is fragmented in nature. The market is characterized by a mix of established logistics

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companies, emerging startups, and evolving consumer expectations. Major companies in the market include DHL Group, United Parcel Services (UPS), FedEx Corp, Amazon Inc and Buho Logistics

The companies are leveraging their extensive logistics networks and technological capabilities to enhance service offerings and improve operational efficiency.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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