MSMEs digital exports in Latin America
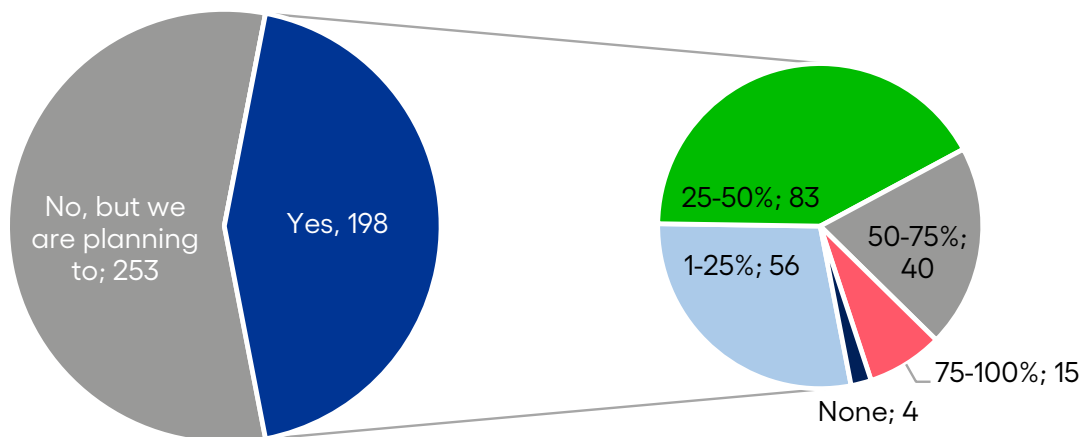# Mexico at a glance

The **Country Focus series** presents country-level insights drawn from a survey conducted by the International Chamber of Commerce (ICC) in 2023 in four Latin American markets. The survey focuses on the export activities of micro-, small-, and medium-sized enterprises (MSMEs). It analyses the challenges and the barriers that prevent MSMEs from fully leveraging digital tools and technologies to boost exports. Each country summary provides an overview of indicators on the use of digital tools and the export capabilities of MSMEs. Additional findings are available in the full ICC report "MSMEs Digital Exports in Argentina, Brazil, Colombia and Mexico".
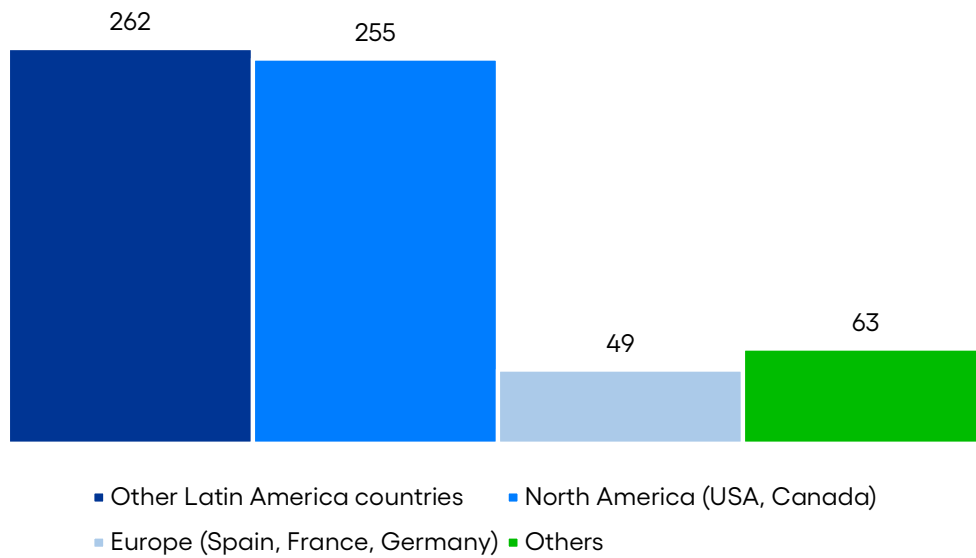
Overview of surveyed companies in Mexico

By sector	Number of responses	By company size	Number of responses	Of which are informal (%)
Commerce	179	**1-9 empleados**	184	60%
Construction	47	**10-49 empleados**	129	40%
ICT	46	**50-249 empleados**	138	32%
Manufacturing	39			
Others	140			
TOTAL	**451**		**451**	

Companies actively exporting or planning to export (left) and the proportion of their production that is exported (right), number of responses
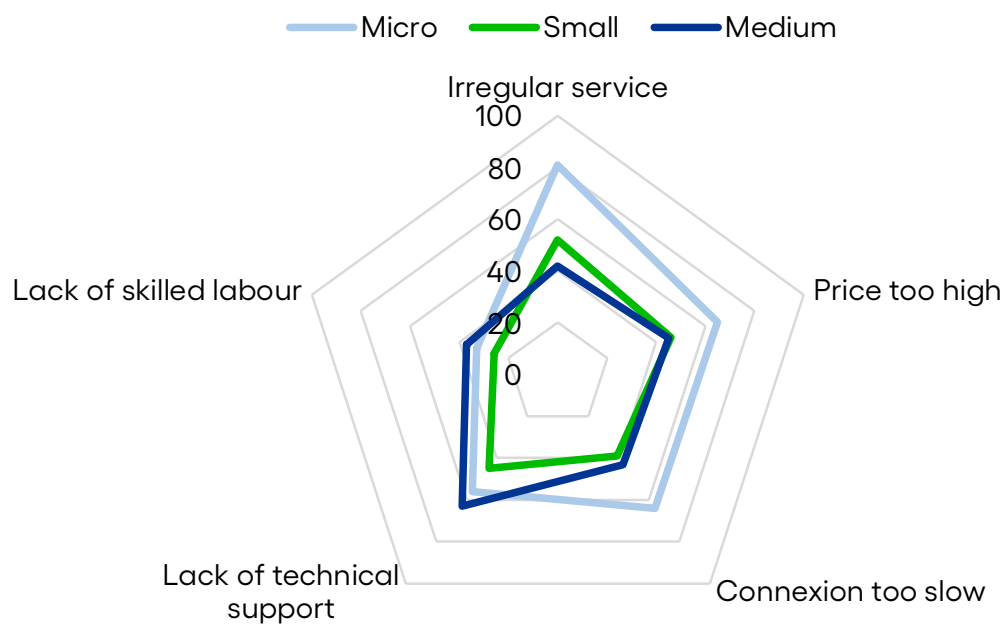

Left pie chart: No, but we are planning to; 253 — Yes, 198

Right pie chart: 25-50%; 83 — 50-75%; 40 — 75-100%; 15 — None; 4 — 1-25%; 56

Preferred export destinations, number of responses

262	255	49	63

- Other Latin America countries
- North America (USA, Canada)
- Europe (Spain, France, Germany)
- Others

Three main barriers to exporting, 1= the most significant barrier

	Micro	Small	Medium
1	Language	Language	Language
2	Resources	Marketing	Resources
3	Competition	Resources	Marketing

Barriers to accessing the Internet, number of responses

— Micro — Small — Medium

Irregular service

Price too high

Connexion too slow

Lack of technical support

Lack of skilled labour

Sales made with the help of online commerce platforms or digital tools, in percentage and by company size

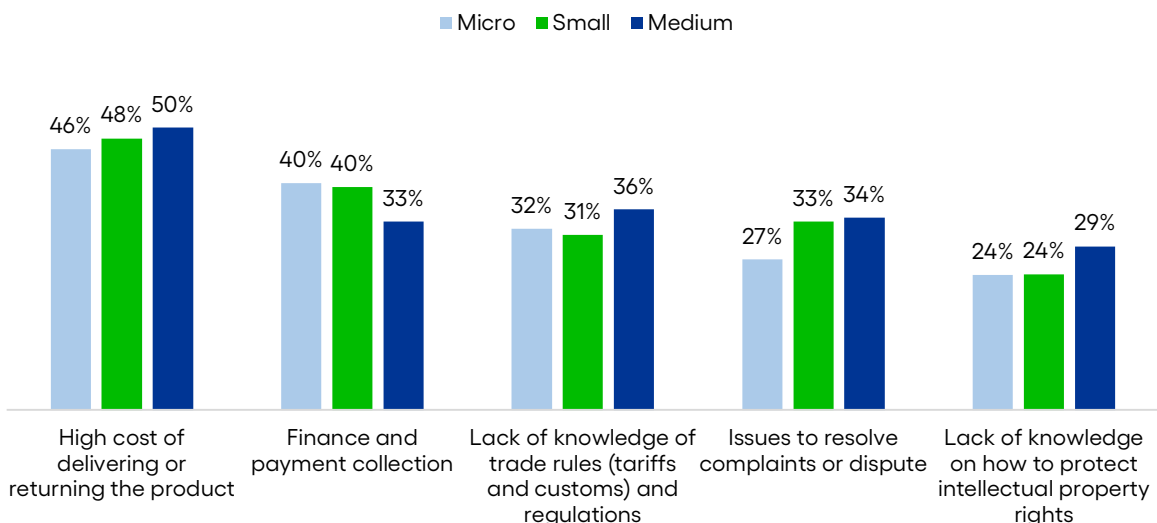Legend: None (green) | Less than 10% (light blue) | Between 10-50% (blue) | More than 50% (dark blue)

	Micro Before 2019	Micro After 2019	Small Before 2019	Small After 2019	Medium Before 2019	Medium After 2019

Stacked bar chart with y-axis from 0% to 100%.
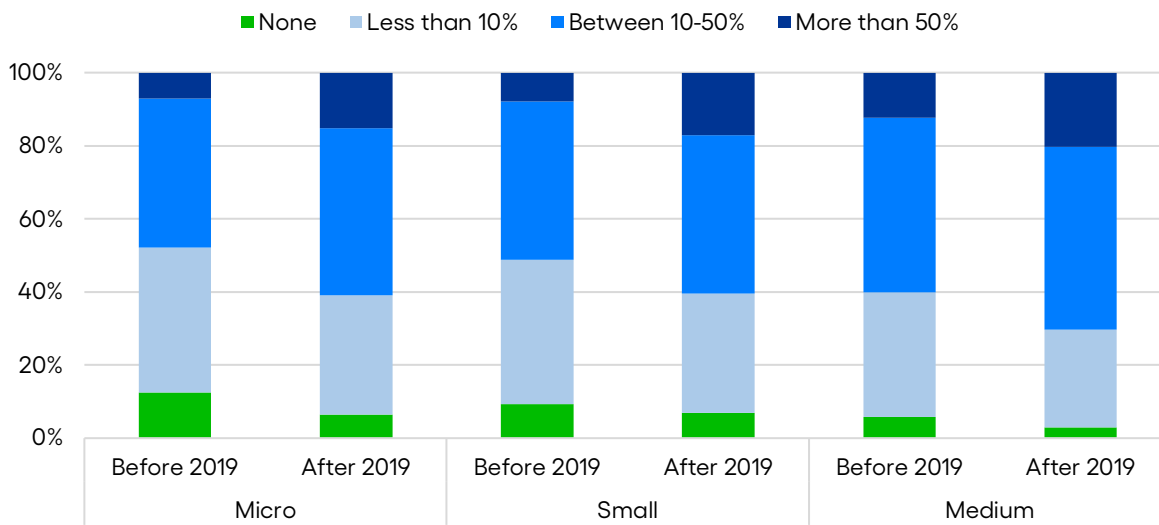
Top three online commerce platforms used to sell products, percentage of responses by company size

	1 🤝	2 🏪	3 ✆
Micro	49%	65%	60%
Small	58%	61%	57%
Medium	65%	40%	41%

Main barriers to selling/buying online, in percentage for each category

Legend: Micro (light blue) | Small (green) | Medium (dark blue)

Barrier	Micro	Small	Medium
High cost of delivering or returning the product	46%	48%	50%
Finance and payment collection	40%	40%	33%
Lack of knowledge of trade rules (tariffs and customs) and regulations	32%	31%	36%
Issues to resolve complaints or dispute	27%	33%	34%
Lack of knowledge on how to protect intellectual property rights	24%	24%	29%

Digital skills deemed most valuable, by number of responses

Legend: Micro, Small, Medium

Categories (top to bottom):
- Digital marketing
- Access to information on new market opportunities
- Data analytics
- Use of cloud technologies
- User experience design

X-axis: 0, 50, 100, 150, 200, 250, 300, 350