




# TikTok Shop Market Report: Mexico (2024-2025)

[www.echotik.ai](http://www.echotik.ai)

 Product Selection  Influencer Discovery  Find TikTok Shop  View The Data

Statistical period: January 2024- January 2025



EchoTik's  
official  
webShop



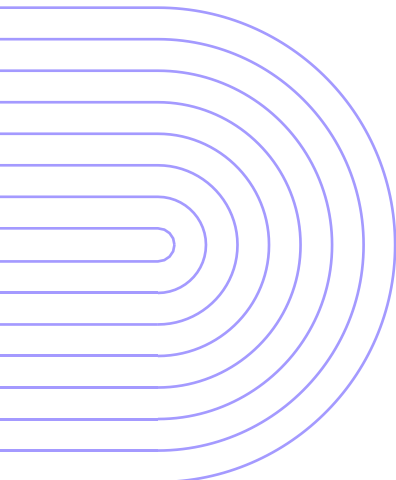
EchoTik's  
official  
account



# Research Background

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**Explanation of the background/  
Market situation/  
Explanation of the data**



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# INTRODUCTION

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In the era of the rapid development of global social e-commerce, TikTok has emerged as a crucial platform for in-depth interaction between brands and consumers. TikTok has not only reshaped consumers' shopping habits but also created a new "discovery-based shopping" model, bringing unprecedented opportunities and challenges to brand marketing.

Since the opening of its first Shop, the Indonesia Shop, in 2021, TikTok Shop has expanded its footprint across eight Southeast Asian countries, as well as the UK and the US. Recently, TikTok Shop has opened two new Shops, the Mexico Shop and the Spain Shop, demonstrating TikTok's ambition to enter emerging markets.

TikTok Shop announced that it will officially launch in the Mexican market on January 13, 2025. The opening of the first-batch of store-entry permissions marks another major layout of TikTok in the e-commerce field. Merchants can upload products, and influencers can also apply for samples and prepare videos. This move will undoubtedly inject new vitality into the Mexican e-commerce market. On February 13, 2025, the TikTok Shop Mexico Shop officially launched its mall function, allowing consumers to complete purchases directly on the platform.

To help a large number of sellers quickly seize new business opportunities, EchoTik has rapidly launched data for the Spain and Mexico Shops, and prepared the "TikTok Shop 2024-2025 Mexico Shop Report". This report, from multiple aspects such as existing TikTok data, market overview, population analysis, and consumption analysis, will lead you to comprehensively interpret the market situation.

# NOTICES

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## Data Explanation

- 1. Statistical period:** From January 2024 to January 2025.
- 2. Research object:** Analyze the short-video and live-streaming e-commerce data and growth trends of the TikTok Shop Mexico market. Select content related to TikTok short-videos, live-streaming, and e-commerce for the analysis report.
- 3. Data source:** Based on the data tracked by EchoTik, a third-party TikTok data analysis platform, rather than official full-volume data. Considering privacy and data security, the data in this report has been desensitized.
- 4. Disclaimer:** Since any data source in the field of statistical analysis has limitations, the data estimated and analyzed in the report is for reference only.

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**\*For more data, please refer to the official webShop of EchoTik: <https://echotik.ai>**



# Market Overview

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**Macroeconomic situation /  
E-commerce pattern**

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# Macroeconomic Market Analysis

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As the second-largest economy in Latin America, Mexico boasts a huge consumer market and a rapidly growing digital economy. The internet penetration rate in Mexico has witnessed a rapid increase in recent years, rising from 31% in 2010 to around 75% in 2023. The penetration rate of smartphones has also exceeded 70%, laying the foundation for the development of mobile e-commerce.

Mexico has a population of approximately 130 million, making it the second-most populous country in Latin America, after Brazil. The population structure is young. In terms of the gender ratio, there are slightly more females than males. Females account for 51.23% and males account for 48.77%.

In terms of age structure, in 2023, the population aged 0-14 accounted for 24.02%, the population aged 15-64 accounted for 67.39%, and the population aged 65 and above accounted for 8.59%.

Regarding the urban-rural distribution, in 2023, the urban population in Mexico accounted for 81.58% of the total population, while the rural population accounted for 18.42%. This indicates a relatively high level of urbanization in Mexico, with the urban population taking the dominant position. The urban population is mainly concentrated in large cities such as Mexico City, Monterrey, and Guadalajara. This provides a concentrated consumer market and well-developed logistics infrastructure for the development of e-commerce.

In terms of ethnic composition, Mestizos and indigenous people account for more than 90% of the total population. Among them, Mestizos account for approximately 60%, indigenous people account for about 30%, and European descendants account for about 9%. In addition, there are approximately 1.5 million Afro-Mexicans, mainly distributed in states such as Guerrero, Oaxaca, and Veracruz.

Religiously, Mexico is a Catholic country, with approximately 88% of the national population adhering to Catholicism.

Overall, the Mexican population is characterized by youthfulness and urbanization, with a diverse ethnic composition mainly consisting of Mestizos and indigenous people, and Catholicism dominating religious beliefs. The large and young population, the rapidly growing internet penetration rate, and the stable economic environment provide favorable conditions for the development of the e-commerce market.

# Analysis of the E-commerce Market

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According to the research of GF CHIMEX, Mexico is one of the important e-commerce markets in Latin America. The number of internet users has reached 88 million, accounting for 67% of the total national population. Although the local residents are mainly from the middle-income group, with the continuous growth of the national economy and the expansion of the netizen scale, the e-commerce market holds great potential. According to the data from Payment and Commercial Market Intelligence (PCMI), the scale of the Mexican e-commerce market reached \$55.7 billion in 2023. It is expected to maintain an average annual compound growth rate of 33% from 2023 to 2026, and the market scale is expected to reach \$176.8 billion by 2026.

The Mexican e-commerce market is dominated by several well-known domestic and foreign enterprises, mainly including:

- **Mercado Libre:** The largest e-commerce platform in Latin America, with approximately 127 million monthly visits.
- **Amazon Mexico:** The Mexican branch of the global e-commerce giant Amazon, with approximately 63.76 million monthly visits.
- **Walmart Mexico:** The Mexican division of the world-famous retailer Walmart, with approximately 27.66 million monthly visits.
- **Coppel and Costco** also hold important shares in the Mexican market.

Among them, Mercado Libre and Amazon Mexico account for more than 50% of the market share.

Regarding the consumer profile, users aged 18-35 are the main force, and the middle class is the core consumer group. The Mexican e-commerce market offers a wide variety of categories, with electronics, fashion, home products, and fast-moving consumer goods being the main categories. The growth drivers include technological demands, social media marketing, and post-pandemic home-stay demands.

In terms of payment and shipping logistics, users mainly use credit cards (45%)/debit cards and cash payments (30%), and digital wallets and buy-now-pay-later methods are rapidly becoming popular. The logistics delivery time is 1-3 days in big cities and 5-7 days in remote areas. High logistics costs are the main challenge.

Overall, the Mexican e-commerce market has great potential, but enterprises need to overcome challenges such as logistics, payment, and trust. It is recommended that enterprises enter the market quickly through localization strategies, partnerships, and digital marketing, and pay attention to emerging trends such as mobile e-commerce and social e-commerce.



# Analysis of Consumers

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**Monthly additions / List data / Hot products**

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# Analysis of Consumer Behavior

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In terms of the age structure of e-commerce users, according to Statista's statistics, users aged 18-35 are the main force in e-commerce consumption, accounting for more than 60%. Young users are highly receptive to new technologies and new shopping methods. At the same time, the user group above 35 years old is also growing rapidly, especially middle-to-high-income people.

In terms of gender proportion, female users dominate in fashion, beauty, and home product categories; male users are more inclined to purchase electronics, sports equipment, and auto parts.

From the perspective of income level, according to McKinsey's research on "Mexico's Middle Class", the local middle class is the core consumer group. Their monthly income ranges from \$500 to \$1500, with strong consumption power. The low-income group is price-sensitive and tends to buy cost-effective products.

In terms of geographical distribution, users in big cities such as Mexico City, Monterrey, and Guadalajara are active in consumption, accounting for more than 70% of the total e-commerce consumption. Rural areas are a Blue Ocean Market.

According to the research of AMVO, Mexican e-commerce users shop online 2-3 times a month on average. The consumption frequency increases significantly during holidays (such as Christmas) and promotional activities. The single-purchase amount is between \$50 and \$100. Middle-to-high-income users have a higher single-purchase amount, and more than 60% of online shopping is completed through smartphones. Currently, Instagram, Facebook, and TikTok have become important shopping channels, especially for fashion and beauty categories.



# TikTok Shop Data

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**Monthly additions / List data / Hot products**

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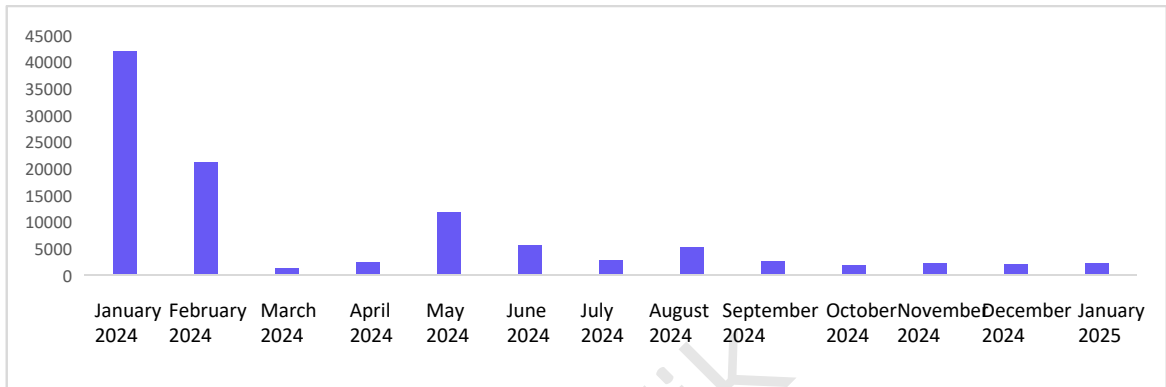
# Data Situation of TikTok in the Mexican Market

The number of newly-added influencers in the whole year exceeded **104,300**.

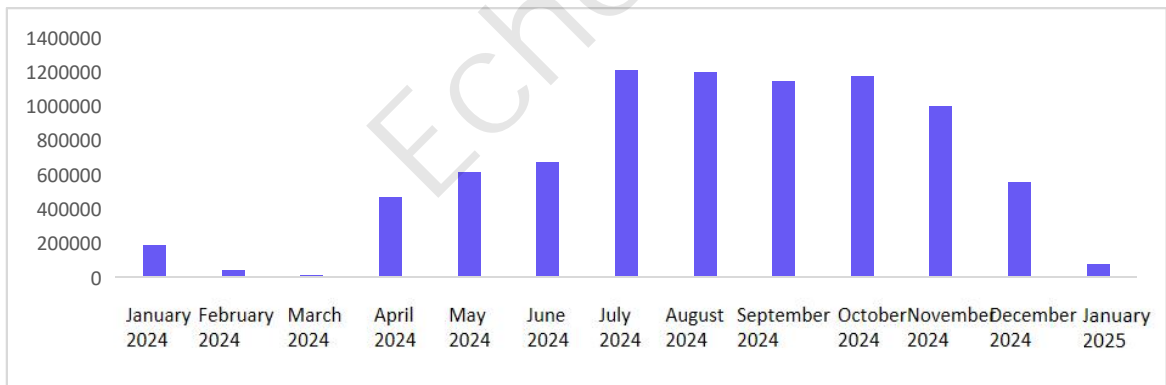
The number of videos reached its peak in Q3 of 2024, with nearly **8.4 million** accumulated throughout the year.

After the opening of TikTok Shop in 2025, the number of live-streams hit a new high, increasing by **56 times** year-on-year.

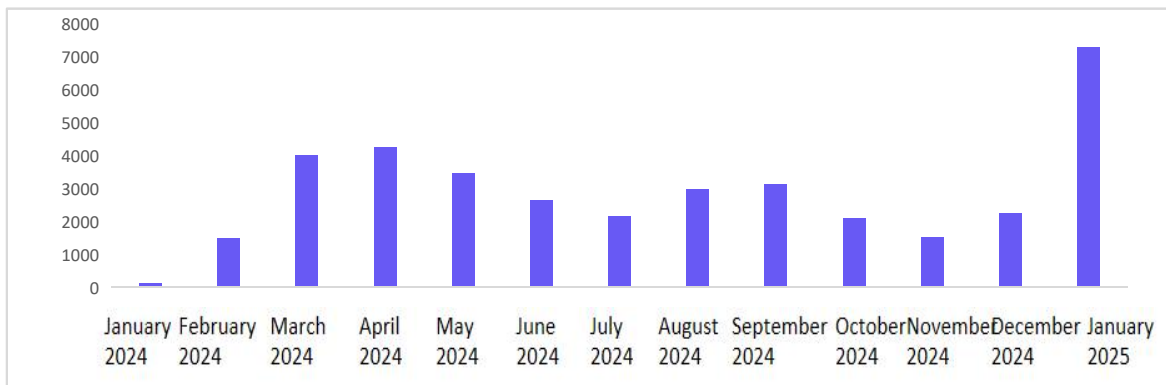
Growth trend of the monthly newly-added number of influencers on the Mexican market



Growth trend of the monthly newly-added number of videos on the Mexican market



Growth trend of the monthly newly-added number of live streaming on the Mexican market



# Data Situation of TikTok in the Mexican Market

**The TikTok Shop is still in its initial stage.**

**The product prices are relatively lower compared to the US market.**

**The threshold for TOP stores is relatively low, and no top-tier dominance effect has been formed.**

- For the first-tier stores, the GMV of the top-ranked store since its opening is only within \$89,750. The threshold for the top 4 stores is close to \$40,000, and the threshold for the top 10 stores is less than \$30,000.
- Some well-known brands and stores from other national Shops have entered the Mexican market, such as Wavytalk, Miniso, etc. At the same time, a number of local new sellers have emerged.

**The pricing strategy is relatively centralized, but there are significant differences in product strategies.**

- **In terms of product sales volume**, it is basically proportional to the sales amount, with the majority of products having a sales volume of less than 10,000 units.
- **Regarding the average price**, about 60% of the products in the TOP 10 stores have a price range of \$5-\$20. The average price is lower than that of the US market, making it suitable for cost-effective products.

## List of the Top 10 Stores in Mexico in January 2025

Name	Total sales amount (MX\$)	Total sales volume	Number of products	Average price (MX\$)
<a href="#">MOREKA</a>	1828989.361	8521	51	MX\$228.86
<a href="#">Beyond Vitamins</a>	1300916.02	5356	92	MX\$191.15
<a href="#">Meoky_MX</a>	951911.4615	3225	8	MX\$301.00
<a href="#">BEAUTY CREATIONS MX</a>	912268.5911	1887	27	MX\$190.75
<a href="#">YISEN.MX</a>	827012.444	4440	40	MX\$103.73
<a href="#">QUARXERY MEXICO</a>	710303.2989	1801	3	MX\$306.91
<a href="#">BEBODYWISE Oficial</a>	638828.9943	410	7	MX\$120.44
<a href="#">SaceLady MX Store</a>	623968.2928	5261	43	MX\$296.51
<a href="#">Wavytalk MX</a>	536476.3766	670	2	MX\$597.10
<a href="#">MINISO.MX</a>	509142.3618	1362	4	MX\$824.12

# Mexican Market-Popular Shops

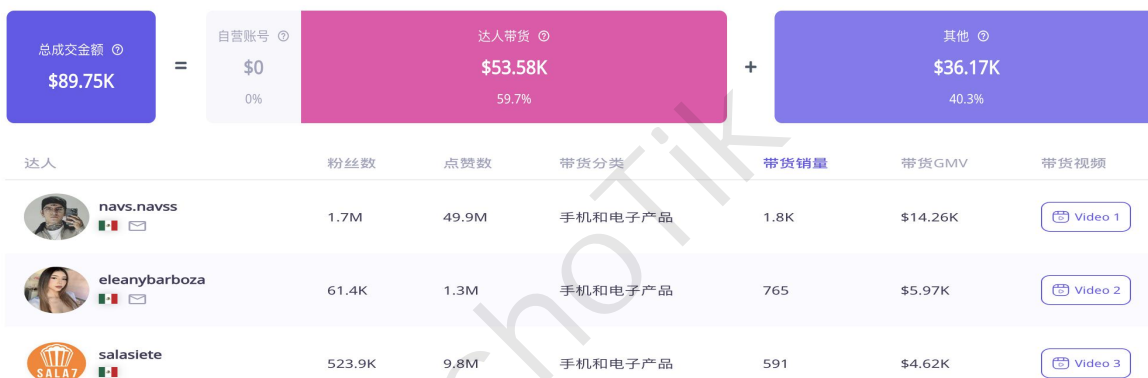
## Electronic products rank No.1

MDREKA®

### TOP 1: MOREKA

MOREKA is a local Mexican store. Its main product categories are audio and video, headphones and headsets. The product prices range from \$4.91 to \$24.49, with an average price of \$11.23. MOREKA mainly promotes products through videos. Its total sales volume is 8,500 units, and the sales volume in the recent 30 days is 6,200 units.

### Sale Situation



① The main sales method of this store is to use the videos shared by influencers on TikTok to drive traffic to its own store, official webShop, etc. for transactions, and at the same time, products are shipped through the mall. ② The gender ratio of local influencers for product promotion is relatively balanced, mainly consisting of teenagers. The main way of promoting products is through short-video marketing.

### Hot Products Top3

MDREKA®



Bluetooth headphones  
Price: \$7.8  
Sales amount: 4.3K  
Number of influencers: 106

MDREKA®



Wireless Bluetooth speakers  
Price: \$24.49  
Sales amount: 515  
Number of influencers: 43

MDREKA®



Portable Bluetooth speakers  
Price: \$19.58  
Sales amount: 488  
Number of influencers: 24

# Mexican Market-All Categories

## Top 5 Hot Products in January 2025

Most of them are low-priced daily necessities, enjoying platform subsidies and offering high cost-effectiveness.

MOREKA®



### Bluetooth headphones

Shop: MOREKA  
Price: \$7.8  
Sales amount: 4.3K  
GMV: \$33.44K  
Number of influencers: 106  
Number of videos: 75



### Matte oil-controlling liquid foundation

Shop: SaceLadyMX Store  
Price: \$4.91  
Sales amount: 3.5K  
GMV: \$17.16K  
Number of influencers: 148  
Number of videos: 122



### Insulated cup

Shop: Meoky\_MX  
Price: \$14.55  
Sales amount: 3K  
GMV: \$44K  
Number of influencers: 134  
Number of videos: 97



### OBP Semi-permanent nail polish

Shop: YT NAIL  
Price: \$6.43  
Sales amount: 2.2K  
GMV: \$14K  
Number of influencers: 134  
Number of videos: 122



### Transparent lip oil

Shop: SaceLadyMX Store  
Price: \$8.29  
Sales amount: 1.2K  
GMV: \$9.51K  
Number of influencers: 88  
Number of videos: 54

# **TikTok Shop Prediction of the Development of the Mexican Market**

TikTok Shop, as an emerging force in social e-commerce, is rapidly expanding globally. Mexico, the second-largest e-commerce market in Latin America, has huge potential. Overall, the products sold on TikTok Shop in Mexico are relatively consistent with those on other shops, based on the current order-generating products. The best-selling categories revolve around the consumption needs of young users and the characteristics of social e-commerce.

EchoTik predicts that the best-selling categories on TikTok Shop in Mexico are expected to focus on three categories: fashion and beauty, electronics, and home and daily necessities. Meanwhile, fast-moving consumer goods, sports and outdoors, pet products, etc. also have great growth potential. TikTok Shop can occupy an important market share in these categories.

# **TikTok Shop Prediction of the Development of the Mexican Market**

**Beauty and Personal Care:** Mainly affordable skin-care products and cosmetics. Young users in Mexico (especially women aged 18-35) have a strong demand for fashion and beauty products, preferring international brands and cost-effective items. It is estimated that by 2025, the GMV of the fashion and beauty category on TikTok Shop in Mexico will account for 40%.

**Womenswear & Underwear:** Fast-fashion brands will rise. Local women love fast-fashion brands (such as Shein, Zara). It is expected that women's clothing, especially basic styles, will experience growth.

**Phones & Electronics:** Sales center around smart devices. Young users in Mexico have a strong demand for electronic products such as smartphones, headphones, and smartwatches. TikTok showcases product functions and user experiences through short videos to attract technology enthusiasts.



# **TikTok Shop Prediction of the Development of the Mexican Market**

**Home and Daily Necessities:** Mainly cost-effective products. After the pandemic, the demand for working from home and home renovation has increased, and the online sales of home categories have grown rapidly. TikTok showcases home decorations and product usage scenarios through short videos to stimulate users' purchasing interest. Hot products include home decorations (such as wallpaper, lamps), small furniture (such as bookshelves, tables and chairs), as well as kitchen utensils and cleaning tools.

The best-selling categories on TikTok Shop in Mexico are expected to focus on fashion and beauty, phones and electronics, and home and daily necessities. At the same time, fast-moving consumer goods, sports and outdoors, etc. also have great growth potential. Through precise marketing and local-based operations, TikTok Shop can occupy an important market share in these categories.

## Why choose EchoTik?

As a professional TikTok e-commerce data SaaS service provider, EchoTik adheres to the core concepts of professionalism, focus, and innovation. The team has in-depth research on the TikTok e-commerce ecosystem and has created a one-stop data analysis solution. With profound professional qualities and keen market insight, it provides enterprises with accurate and real-time TikTok e-commerce data support. It highly focuses on the TikTok e-commerce track, continuously innovates and optimizes product functions, helps merchants seize the short-video marketing opportunity, improves the operational efficiency of live-streaming rooms, gains an advantage in the fierce market competition, and achieves performance growth.

### Four core capabilities of EchoTik



#### The most professional and comprehensive data and indicators

- 13 popular rankings and 2 panoramic views help you fully understand the TikTok market;
- 14 dimensions and more than 60 indicators to help you select products;
- 17 dimensions and more than 100 indicators to help you filter and analyze influencers.



#### Exclusive browser plugin

- With just one click on the TikTok official website, analyze influencers, select products, discover live commerce videos and sort and collect them;
- Industry's first AI toolbox, based on ChatGPT, uses the most advanced artificial intelligence technology to help you improve the efficiency of TikTok business.



#### Real-time live-streaming room traffic monitoring

- Real-time live-streaming room traffic monitoring;
- Obtain minute-level traffic, interaction, and sales data, learn from excellent live-streaming rooms, and optimize live-streaming strategies.



#### Average 5-minute response to inquiries

- The core team communicates directly with you;
- Responds quickly to your needs, upgrading on average every two weeks;
- Simple and affordable pricing, unlimited use of data analysis functions.

# Annual Report, Cooperative Promotion and Publicity

The following are our powerful backstops and close allies in expanding the boundaries of TikTok e-commerce. We share the same vision and mission. With professional strength and innovative thinking, we jointly explore the boundless blue ocean of TikTok e-commerce, providing outstanding e-commerce data services and precise marketing solutions for numerous merchants and brands.



HONLYLINK——border - Massive Logistics Providers. One - click Price and Delivery Time Inquiry and Comparison.



Pinzan Media ——Comprehensive Digital Marketing Services, TikTok CNOB First - level Agent.



LianLian Global——Provide efficient and secure payment collection, payment and foreign exchange settlement services for global cross - border e - commerce.



Miaoshou ERP——The top choice for 800,000 sellers. An affordable and user - friendly emerging platform management tool.



TikTok Bigshot——When it comes to doing business on TikTok, turn to TikTok Bigshot.



E.VAT MASTER——Leading the Chinese cross - border compliance market share. For European VAT, turn to E.VAT MASTER.



Hitoor Browser ——A cross-border browser with a purer IP.



mjzj.com——A one - stop information and service platform for cross - border e - commerce.



TKFFF——TikTok Seller Portal Navigation Website ([www.tkfff.com](http://www.tkfff.com))



Yihe Global——Mexico - specific Line, One - stop Service including Direct Flight, Transfer in the US to Mexico, and Self - operated Overseas Warehouse

# EchoTik

TikTok analysis tool

## Help Sellers Set Sail Overseas

[www.echotik.ai](http://www.echotik.ai)

Product Selection  Influencer Discovery  Find TikTok Shop  View The Data

Statistical period: January 2024- January 2025



Custom report  
consultation



EchoTik  
Official Account