



# Mexico Cities Review

October 2023

Table of Contents

## HEADLINES

### URBAN CONSUMER

The most populous city in Mexico, Mexico City, remains an attractive destination for education and employment opportunities  
Puebla poised for the strongest increase in internet connectivity rates among other cities in Mexico

### CONSUMER FINANCE

Incomes to rise in San Luis Potosí supported by prevalence of higher-value-added sectors  
High inflation in Tijuana to erode consumer purchasing power

### ECONOMY

Mexico City to remain the largest contributor to Mexico's economy by 2027  
Mexico to increase the number of electric buses in urban areas

### CITY SCORECARD

Summary 1 - City Scorecard by Pillar 2022

### POPULATION

Chart 1 - Population in 2022 and Population Period Growth 2022-2027

Chart 2 - Population by Age by City 2022

Chart 3 - Average Household Size by City 2022

Chart 4 - Population Density and Net Migration 2022

Summary 2 - City Scorecard in Population Pillar 2022 and 2022-2027

### CONSUMER EXPENDITURE

Chart 5 - Total Consumer Expenditure in Mexico by City 2022

Chart 6 - Consumer Expenditure per Capita 2022 and Consumer Expenditure Period Growth 2022-2027

Chart 7 - City Affordability, Consumer Expenditure on Housing and Transportation 2022

Chart 8 - Discretionary vs Necessity Consumer Expenditure 2022

Summary 3 - City Scorecard in Consumer Expenditure Pillar 2022 and 2022-2027

### DIGITAL CONSUMER

Chart 9 - Share of Households with Internet and Broadband Internet Access 2022

Chart 10 - Possession of Digital Devices by City 2022

Summary 4 - City Scorecard in Digital Consumer Pillar 2022

### INCOME AND WEALTH

Chart 11 - Disposable Income per Capita 2022 and Disposable Income Period Growth 2022-2027

Chart 12 - Number of Households by Disposable Income Band 2022

Chart 13 - Number of Households with Disposable Income over USD150,000 2022 and Period Growth 2022-2027

Chart 14 - Household Possession of Kitchen Durables by City 2022

Chart 15 - Household Possession of Entertainment Electronics by City 2022

Chart 16 - Household Possession of Other Durables by City 2022

Chart 17 - Number of Passenger Cars and Motorcycles per Household 2022

Chart 18 - Possession of Transport Vehicles by City 2022

Summary 5 - City Scorecard in Wealth Pillar 2022 and 2022-2027

### ECONOMY

Chart 19 - GDP per Capita in 2022 and Real GDP Growth by City 2022-2027

Summary 6 - City Scorecard in Economy Pillar 2022

### LABOUR

Chart 20 - Economically Active Population in 2022 and Employed Population Period Growth by City 2017-2022

Chart 21 - Labour Force Participation Rate and Unemployment by City 2022

Chart 22 - Labour Productivity Value 2022 and Productivity Period Growth by City 2017-2022

Summary 7 - City Scorecard in Labour Pillar 2022

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mexico-cities-review/report](http://www.euromonitor.com/mexico-cities-review/report).