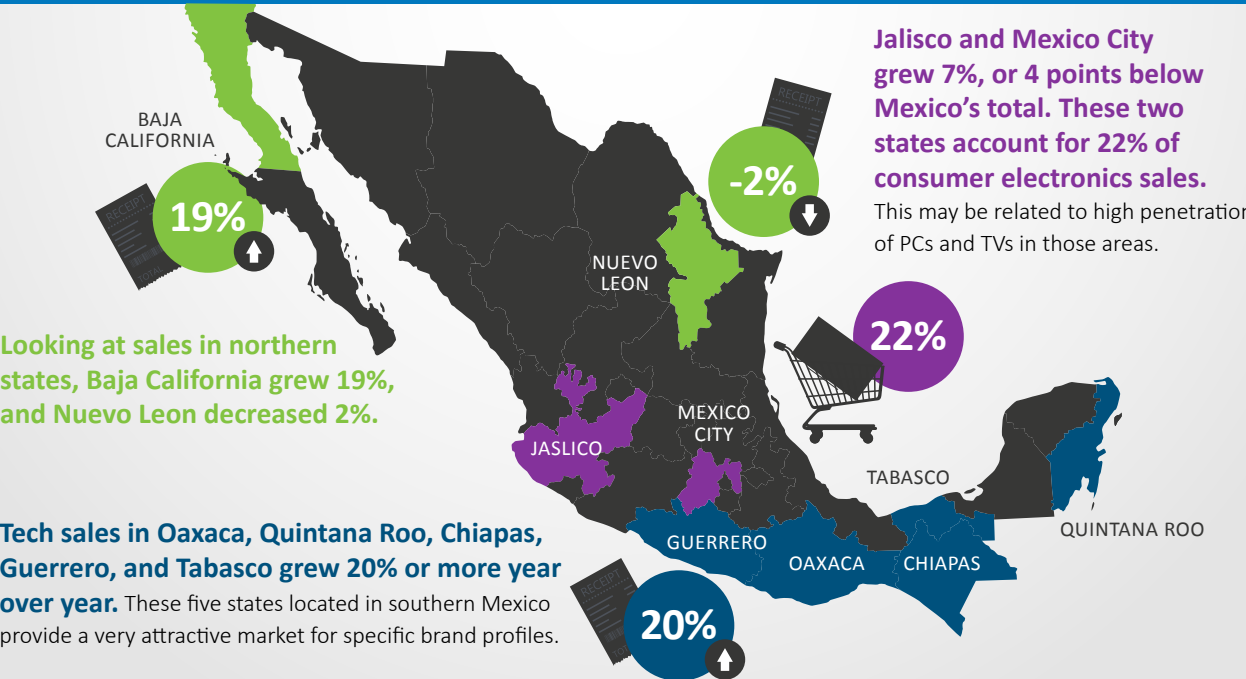


# Unlock Hidden Potential in Mexico's Technology Market

Mexico's different regions vary beyond language, food, and traditions. We see this clearly when we compare technology purchases across the country. Understanding these differences could reveal the right growth opportunity for your business. **Here's what we've uncovered ...**

**Technology revenue sales in Mexico increased 11% compared to 2020.**



Our regional retail tracking information helps Mexico's technology leaders make decisions with precision. Get deeper insight on what's happening in the markets that matter most to your business so you can optimize your brand's performance by region.

Source: The NPD Group/Retail Tracking Service, Mexico, January – November 2021

Get more insights like this. Email [jaimenegrete@npd.com](mailto:jaimenegrete@npd.com).

