

2019

PRODUCT #75079

\$800 MEMBERS

\$2,500 NON-MEMBERS

autocare™
ASSOCIATION

Independence drives us.

Mexico

market report

AN ASSESSMENT
OF MEXICO'S LIGHT
PASSENGER VEHICLE
AFTERMARKET





Integrate Data Facts

- IDF was founded in Michigan in 2010
- Private and independent
- It specializes in fact-based data research for Mexico
- Focus on the automotive aftermarket
- IDF has dedicated staff in Michigan and Mexico
- We are the pioneers and leaders in Mexico OE Research

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Welcome to the 2nd edition of the *Mexico Market Report*. The Auto Care Association and Integrate Data Facts (IDF) are pleased to again provide this informative and environmentally responsible publication in digital format.

This exciting, industry exclusive second edition of the Auto Care Association *Mexico Market Report* highlights many upward trends we are seeing in today's \$23.8B auto care industry in Mexico. The market is so dynamic we saw significant change in many key areas: increasing VIO (even with higher gas prices); stable but rather high average vehicle age; rising employment in the auto parts and automotive industry; deep differences between the VIO of Used Imports vs. VIO of Vehicles sold new in Mexico. Your *Mexico Market Report* takes a deep dive into these topics and many more, providing all of the information you need to thrive in the dynamic Mexico aftermarket -- which is projected to be an industry of over \$25B in 2021.

Your *Auto Care Mexico Market Report* is providing this data and analysis through interactive and enhanced online features.

In this 2nd edition, you will find:

- Updated "Mexico Important Facts" (p. 4),
- Gasoline prices (2008-2018) (p. 5)
- Detailed Manufacturing employment in Mexico for Autoparts and Automotive industry (p. 12)
- Distribution information "Mexican Retail Chains" – Number of Stores (2010-2018) (p. 25)
- Global VIO through Dec. 2017, by IHS Markit (p. 28)
- An extended Industry Forecast from 1961 through 2027 by IDF (p. 32),
- Updated Mexico New and Used Imports Total Vehicle Sales (p. 32-36),
- Age of Vehicles in Operation (As of Dec. 2018) (p. 40)
- VIO - Top 10 Vehicles (As of Dec. 2018) by IDF (p. 41)
- Miles traveled by State, Total miles traveled, (As of Dec. 2017) by IDF (p. 44)
- Miles traveled vs. VIO Market Share Chart by IDF (p. 45)
- VIO Comparisons, Used Imports vs. Vehicles Sold New (As of Dec. 2018) by IHS Markit and IDF (p. 47-50)

This digital publication allows you to:

- Turn pages with the click of a mouse.
- View pages in a variety of sizes and formats.
- Access resources and websites through live embedded hyperlinks.
- Quickly locate what you are looking for through a "word search" feature.
- Download Excel-based files, charts, tables and graphs.
- Save material for future reference through the "bookmarks" feature.

Thank you for celebrating our 2nd edition with us. We look forward to many more years of providing what you need to run your business in Mexico with the industry's must-have flagship publication, the Auto Care Association *Mexico Market Report* in partnership with Integrate Data Facts.



Bill Harvey
President & CEO

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Introduction and Basic Facts

Introduction

North America has almost half a billion people and Mexico represents one quarter of the population. Even though the Mexican GDP is one of the largest on the planet, the per capita income is roughly one sixth of the per capita income in the U.S. or one fifth when compared with Canada. The cost of living in Mexico is in general lower than in the U.S. or Canada and that is reflected in a higher Purchasing Power Parity (PPP) of close to \$20,000 per capita. The GDP growth rate was modest for a growing country like Mexico at 2.0 percent; and the lowest of the region. The total value of the aftermarket in Mexico is of \$23.8 Billion.

North America (as of end of 2017)

	U.S.	Mexico	Canada
GDP Growth	2.3%	2.0%	3.0%
GDP (Billions U.S. Dollars)	19,485	1,150	1,653
Inflation	2.13%	6.77%	1.61%
Population	325,886,000	123,518,000	36,657,000
GDP Per Capita (U.S. Dollars)	59,792	9,318	45,094
PPP (U.S. Dollars)	59,792	19,938	48,389
Territory (000) Sq Miles	3,619	762	3,850
Total Aftermarket Value (Billions U.S. Dollars)	315.3	23.8	27.6

Sources: International Monetary Fund, CIA World Factbook, Hanover Research, IDF, INEGI, Bank of Canada

Mexico is a country with a relatively young population: the average age is 26 years old. It shares a very long border with the United States and has close to 40 Maritime commercial ports. Its trade balance generated a very slight deficit during 2017. Most of the trade is conducted with the U.S. The two countries traded \$830 Billion Dollars in 2017.

Mexico (as of end of 2017)

Average Age	Miles of Land Border with the USA	Miles of Coast Line	Maritime Commercial Ports	Balance of Trade 2017 (Billions of U.S. Dollars)	
26 Years	2,000	6,834	38	Export	409
				Import	420

Source: IDF with data from Banco de Mexico, INEGI, and others.