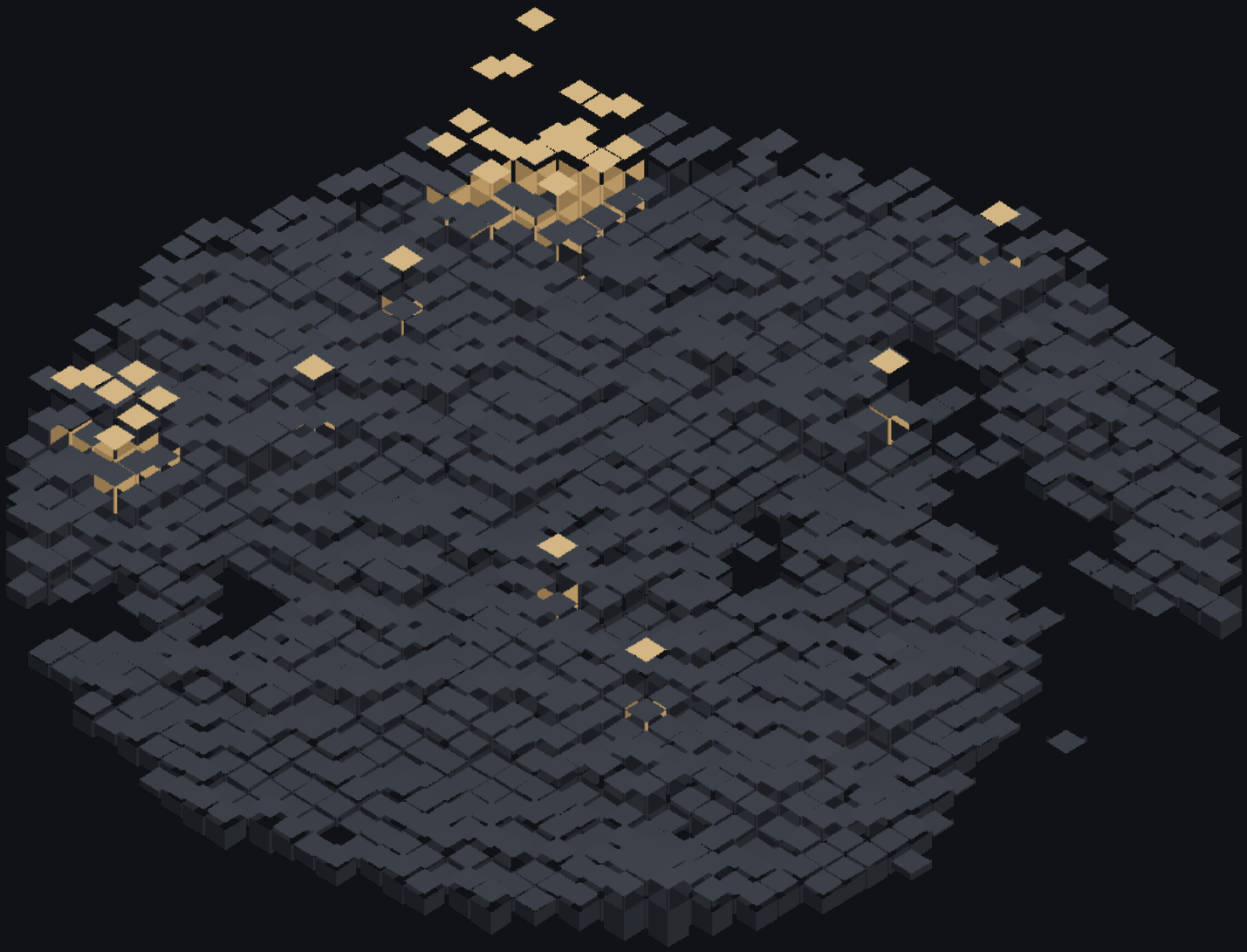
COMMERCIAL INTELLIGENCE MX MEX

Mexico City Offline Trade Intelligence

330,175 measured places within 30 km (20,639 inside 5 km) | 34.5% website coverage, 7.5% chain share, 65.5% digital gap



CITY DOSSIER MX

Mexico City offline trade intelligence

We counted 330,175 places within 30 km of the centre of Mexico City, and 20,639 inside 5 km. 34.5% keep a website a customer can open, 7.5% trade under a chain name, so 65.5% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

330,175
places counted, 30 km ring

34.5%
keep a website a customer can open (216,416 do not)

7.5%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 330,175

Segment	Places	Share	With a website	Gap
Food and beverage	84,881	25.7%	22.9%	77.1%
Retail	70,619	21.4%	38.5%	61.5%
Other	37,480	11.4%	40.1%	59.9%
Beauty and wellness	32,258	9.8%	24.7%	75.3%
Professional services	28,672	8.7%	54.6%	45.4%
Hospitality and events	14,698	4.5%	34.2%	65.8%
Home and repair	12,782	3.9%	45.0%	55.0%

WHAT THE COUNTS SAY

01 **The gap sits in food and beverage.**
84,881 places, 25.7% of the ring, and only 22.9% keep a website. The city average is 34.5%, so this segment is 11.6 points behind the block.

02 **AI search, measured.**
58 websites measured in this country: average AEO score 57.9 of 100, 10.3% publish LocalBusiness data, 6.9% publish opening hours in markup.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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