

EACH WEEK OF 2017, GLOBALLY WE WILL SEE...



1.6 million
increase in urban
population



3.5 million
additional people
online



US\$146 billion
saved by consumers



2.7 million
babies born



US\$40 billion
spent by consumers



188,000
increase in single
person households



EUROMONITOR INTERNATIONAL

E-COMMERCE RESEARCH EXPERT

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APRIL 2017, PALAIS DES NATIONS



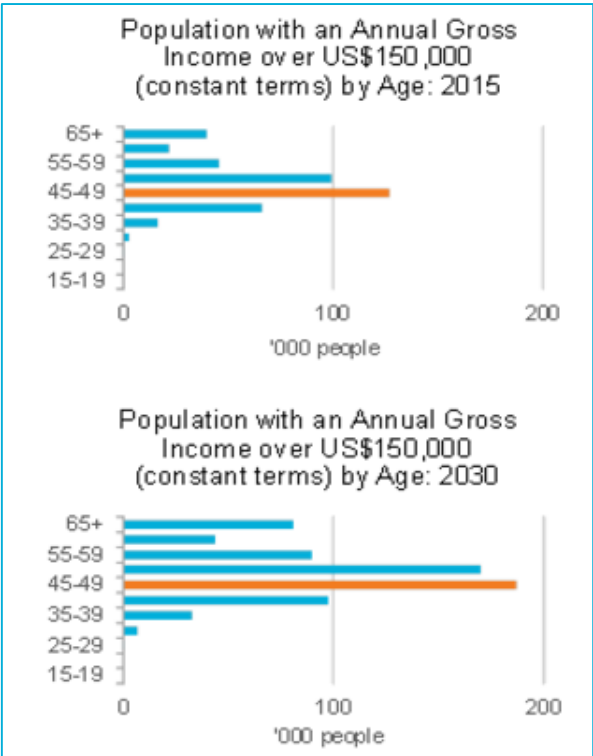
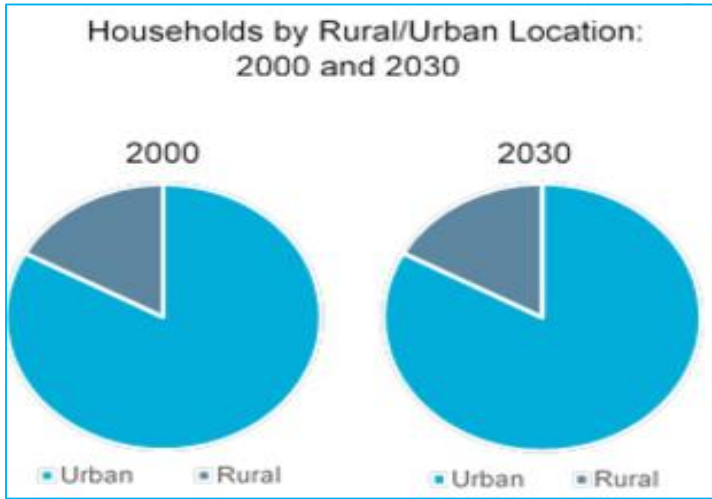


E-COMMERCE MEASUREMENT FACTORS



MEXICO – CASE STUDY

Mexico's E-commerce sector is forecast to grow by 159% from 2016 to 2021



Historical/Forecast | % of households

Key: Related Analysis View Chart

Change View	2016	2017	2018	2019	2020	2021
Mexico	Possession of Smart Phone					
	27.8	38.9	47.9	55.2	61.5	67.3

Telecom markets with the greatest potential over 2015-2030

- India**
 - Spectrum auctions in 2016 will expedite 4G roll-out
 - The National Fibre Project BharatNet is being implemented
- Iran**
 - Government removed caps on internet speeds in 2014
 - 3G and 4G licences have been granted by the authorities
- Mexico**
 - Anti-monopoly telecom reforms will enhance competition
 - Free internet expected for 250,000 public areas by 2018

Forecast | Total Value RSP | US\$ mn | Constant 2016 Prices | Fixed 2016

Key: Related Analysis

Change View	2016-21 %	
Mexico	Digital Purchases	191.5
	Proximity Payments	704.5
	Remote Purchases	191.3
	Mobile Digital Purchases	318.5
	PC Digital Purchases	168.1
	Tablet Digital Purchases	162.9