



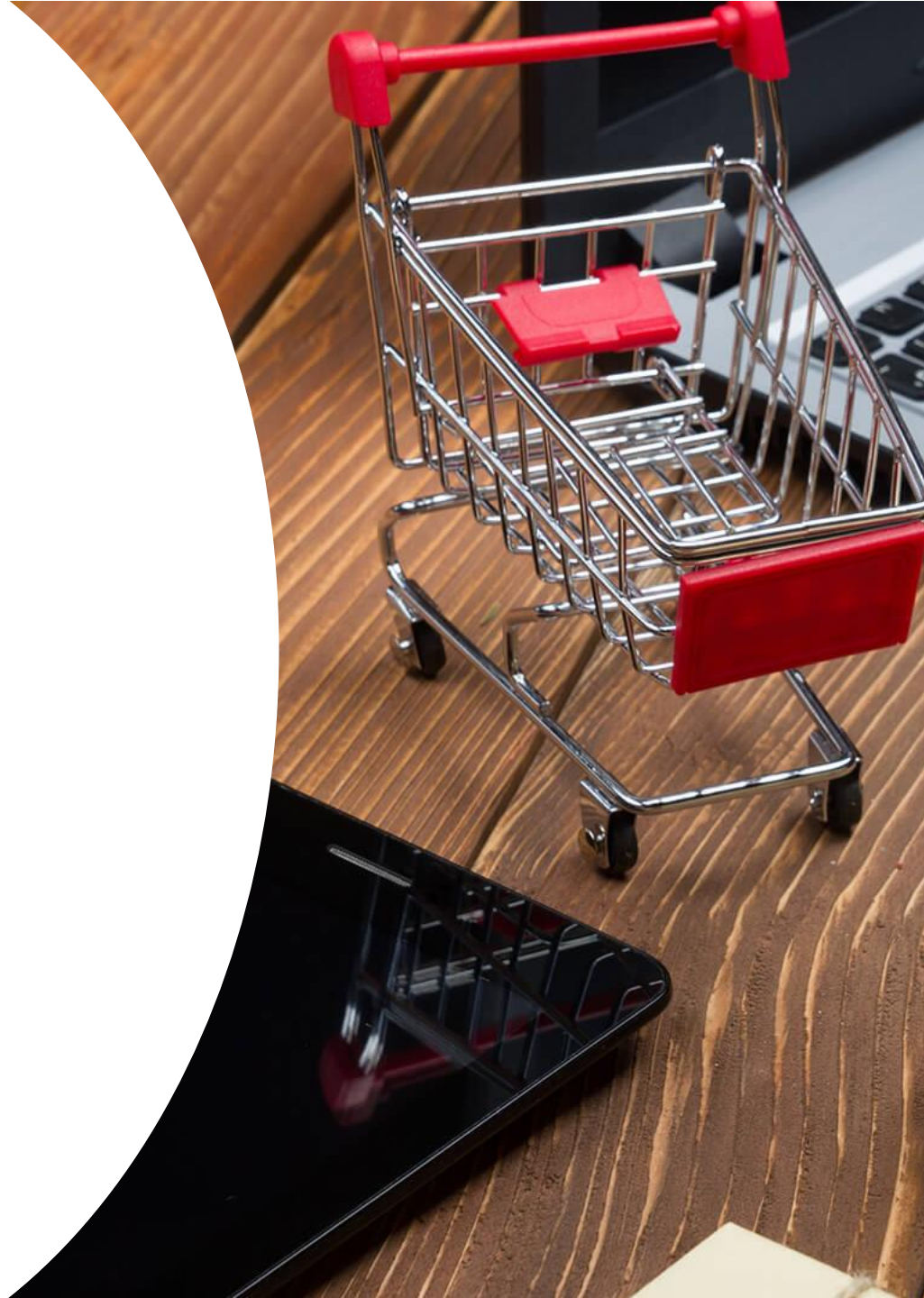
asociación mexicana
de venta online

Barómetro AMVO:

Estadísticas destacadas del mes y análisis de
jugadores relevantes del mercado digital.

Enero 2024

Indicadores de tráfico a través
de la herramienta:



Acercade



Con más de 9 años en el mercado, Similarweb se ha convertido en la plataforma oficial de medición en el mundo digital.

Similarweb provee la información más confiable sobre cualquier sitio web, aplicaciones móviles, mercados e industrias, ofreciendo una visibilidad 360° del mundo digital.

Similarweb te entrega los insights que necesitas para tomar las mejores decisiones, midiendo más de 80 M de sitios web, más de 4.7 M de apps, cobertura en más de 190 países, con información de 210 industrias y más de 1B de términos de búsqueda.

Si tienes alguna duda o requerimientos adicionales de información contacta a Similarweb: jesus.arriaga@similarweb.com

Metodología

Se hizo una nueva clasificación de más de 1,000 sitios de eCommerce en 3 universos calibrados por AMVO durante 2023 para hacer industrias customizadas y tener una mayor profundidad indicadores históricos del desempeño de los sitios :

- **Retail** (comercios y marcas fabricantes)
- **Servicios B2C**
- **Travel**

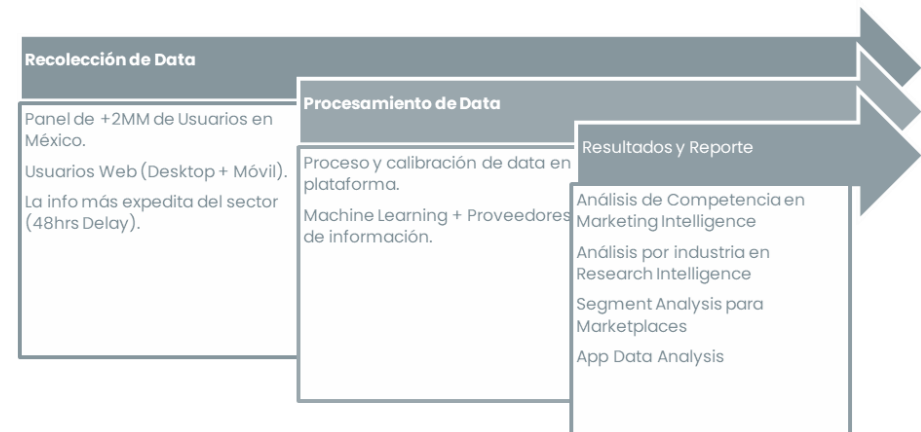
A nivel categorías Retail se consideraron únicamente sitios especializados. Sitios Multicategoría no están considerados en el peso del tráfico por categoría.

Se midieron los KPIs de engagement más populares como visitas, tiempo de navegación, páginas consumidos y tasa de rebote, así como canales de captación de tráfico y fidelización.

Se utilizó App Analysis para identificar el tráfico y uso de las principales aplicaciones de shopping y viajes del mercado durante 2022 y 2023.

Se generó un ranking de los Top 100 sitios con mayor tráfico durante el mes medido para los tres universos Retail, Servicios B2C y Travel.

Barómetro AMVO: Es un descargable de medición proporcionado por la Asociación Mexicana de Venta Online (AMVO) que ofrece una evaluación del tráfico en línea de diferentes sitios web de comercio electrónico utilizando la plataforma SimilarWeb. Este barómetro de datos de sitios web, clasificado por la AMVO, utiliza una variedad de métricas y estadísticas para determinar el estado y la tendencia del tráfico web, el comportamiento del usuario y otras variables relevantes en el entorno digital.



Resumen Mensual > Enero 2024

En enero de 2024, en el contexto demográfico, se observa que la edad promedio de la población se sitúa entre los 25-34 años, con una distribución equitativa entre hombres (51%) y mujeres (49%). Al analizar las tendencias del mercado, destaca el sector de viajes en enero, donde las mujeres lideran, especialmente en Agencias Online (OTA). Este fenómeno puede indicar una preferencia por la planificación de viajes en línea.

En términos generales, se observa que el 60% de los consumidores son usuarios de dispositivos móviles, lo cual no sorprende dada la facilidad de acceso y la ubicuidad de los smartphones en la actualidad. Sin embargo, es interesante destacar que esta tendencia varía en ciertas categorías específicas, como Tecnología de la Información (IT) y Bancos.

En sectores relacionados con IT y tecnología, donde se espera una mayor adopción de dispositivos más avanzados, la proporción de usuarios de móviles podría ser aún más alta. Por otro lado, en el ámbito bancario, la preferencia por otros canales de acceso, como computadoras de escritorio o servicios en línea más robustos, podría influir en una menor proporción de consumidores que utilizan dispositivos móviles.

Estas diferencias resaltan la importancia de comprender las particularidades de cada industria al diseñar estrategias de marketing y servicios, reconociendo que las preferencias de los consumidores pueden variar según el sector en cuestión.

Además, en cuanto a los market channels, se destaca que, para el sector de Servicios, el tráfico directo ocupa el 70% del mercado, mientras que para retail y travel es apenas del 40%. Esto sugiere una preferencia por canales más directos en el sector de Servicios, posiblemente relacionada con la necesidad de un contacto personalizado o consultas específicas, mientras que en retail y viajes, los consumidores podrían preferir opciones más amplias y variadas, como la disponibilidad de productos de múltiples proveedores.



Total eCommerce

Ecommerce > TOTAL

RANKING

- Retail
- Servicios
- Travel

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta 

Total E Commerce

Retail

Servicios B2C

Travel



1,587.16

0.76%
Variación
vs 2023

VISITAS TOTALES
(miles de millones)

100%
SHARE TOTAL

0.50%
Variación
vs 2023



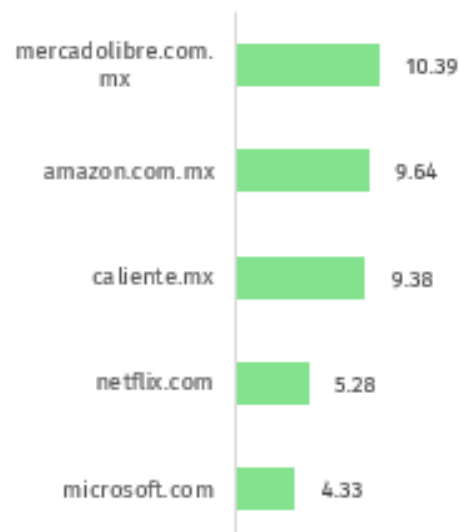
50%
Bounce Rate

4.13%
Variación
vs 2023



TOP 5 PLAYERS

Visitas miles de millones

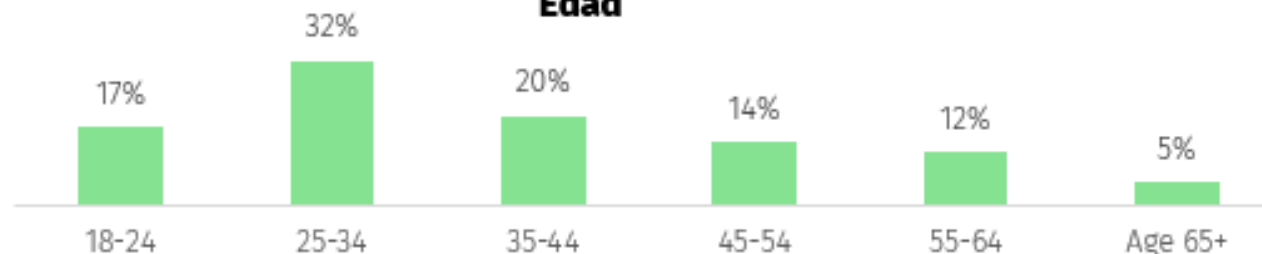


51%



49%

Edad



Visit Duration



00:03:18

Mobile Share



66%

0.19%
Variación vs
2023

Desktop Share



34%

-0.36%
Variación vs
2023

Pages Per Visit

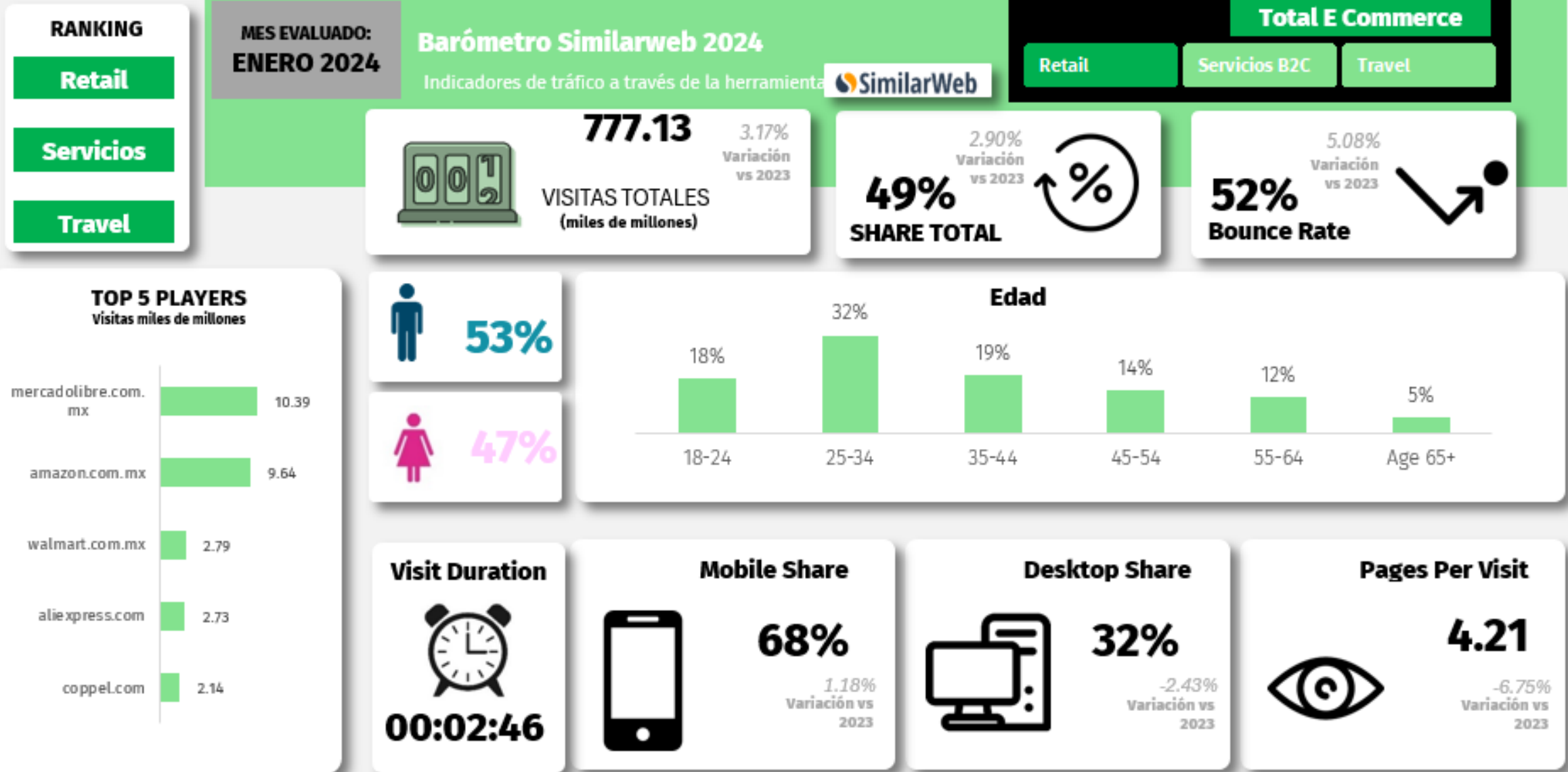


4.25

-6.61%
Variación vs
2023



Giro: Retail





TOP 10 CATEGORÍAS RETAIL

Retail > Multicategoría

- RANKING**
- Retail**
- Servicios
- Travel

MES EVALUADO: **ENERO 2024**

Barómetro Similarweb 2024


Indicadores de tráfico a través de la herramienta 

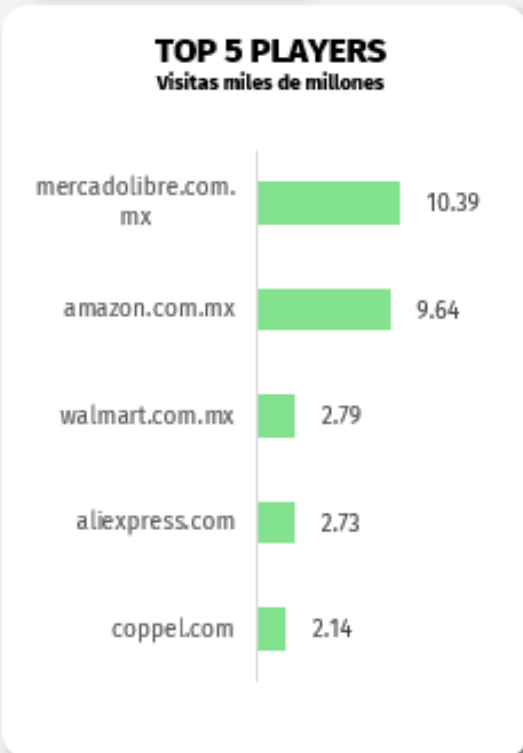
Total E Commerce


Retail


 **471.57** 4.98% Variación vs 2023
VISITAS TOTALES
(miles de millones)

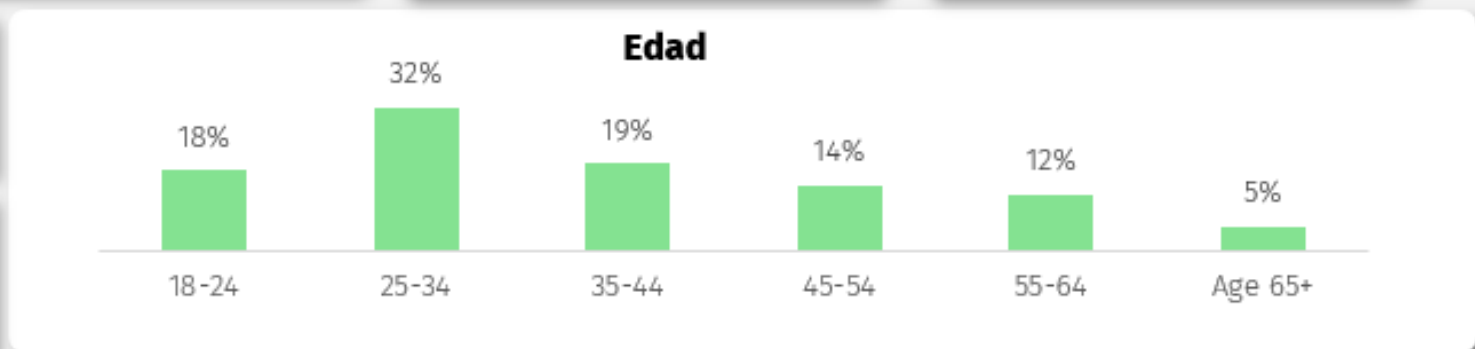
4.71% Variación vs 2023
30%
SHARE TOTAL 

3.05% Variación vs 2023
51%
Bounce Rate 




 **53%**


 **47%**




Visit Duration


00:03:28

Mobile Share

 **69%**
-2.17% Variación vs 2023

Desktop Share

 **31%**
5.01% Variación vs 2023

Pages Per Visit

 **4.49**
5.51% Variación vs 2023

- RANKING**
- Retail**
 - Servicios
 - Travel

MES EVALUADO: **ENERO 2024**

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta **SimilarWeb**

Total E Commerce

57.46 -0.75% Variación vs 2023

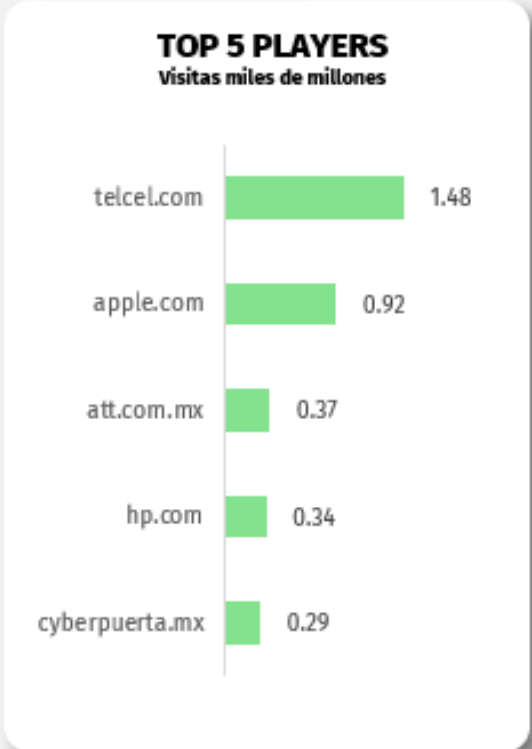
VISITAS TOTALES
(miles de millones)

4% -1.01% Variación vs 2023

SHARE TOTAL

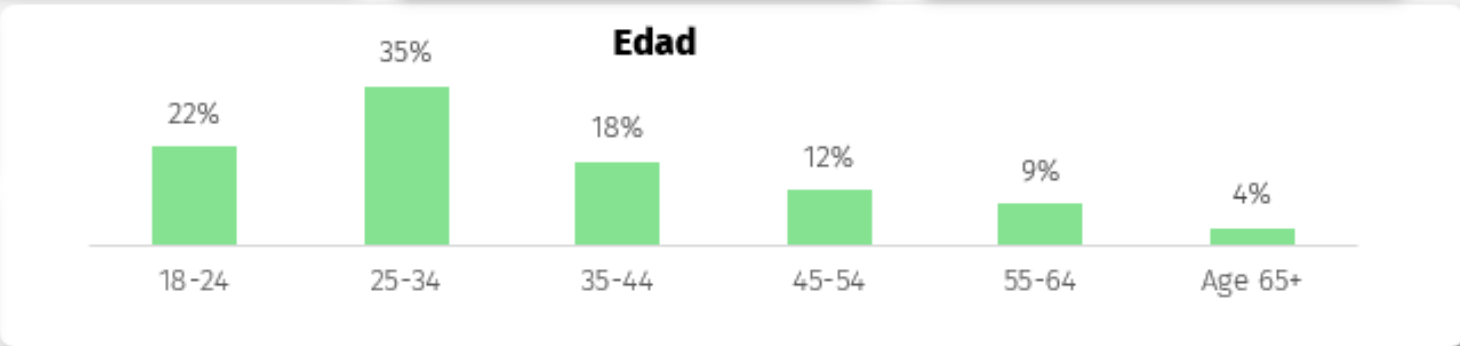
52% 6.94% Variación vs 2023

Bounce Rate



63%

37%



Visit Duration

00:03:01

Mobile Share

58% -2.40% Variación vs 2023

Desktop Share

42% 3.39% Variación vs 2023

Pages Per Visit

3.80 -2.86% Variación vs 2023

RANKING

Retail

Servicios

Travel

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta 

Total E Commerce

Retail



51.94
VISITAS TOTALES
(miles de millones)
Variación vs 2023

3%
SHARE TOTAL
Variación vs 2023



47%
Bounce Rate
Variación vs 2023



TOP 5 PLAYERS

Visitas miles de millones

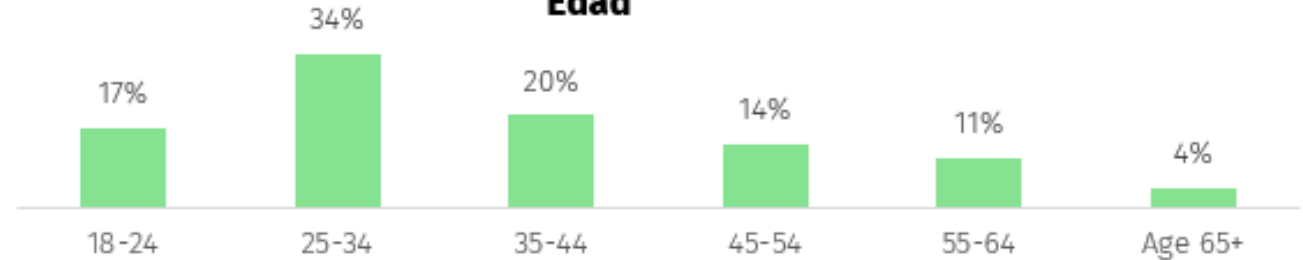


44%



56%

Edad



Visit Duration



00:03:04

Mobile Share



72%

3.21%
Variación vs 2023

Desktop Share



28%

-7.87%
Variación vs 2023

Pages Per Visit



5.41

-11.50%
Variación vs 2023

RANKING

Retail

Servicios

Travel

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta 

Total E Commerce

Retail



30.85
VISITAS TOTALES
(miles de millones)

0.50%
Variación
vs 2023

0.24%
Variación
vs 2023

2%
SHARE TOTAL



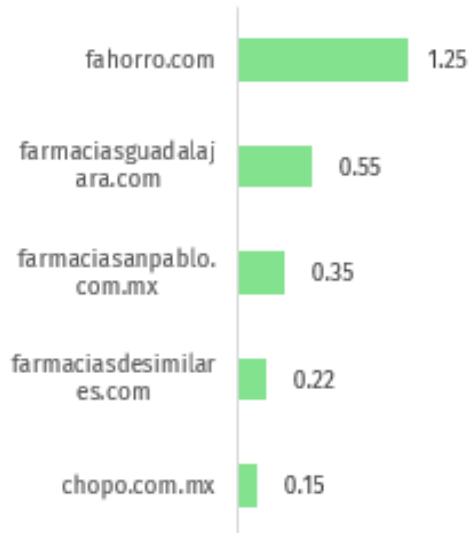
-2.71%
Variación
vs 2023

61%
Bounce Rate



TOP 5 PLAYERS

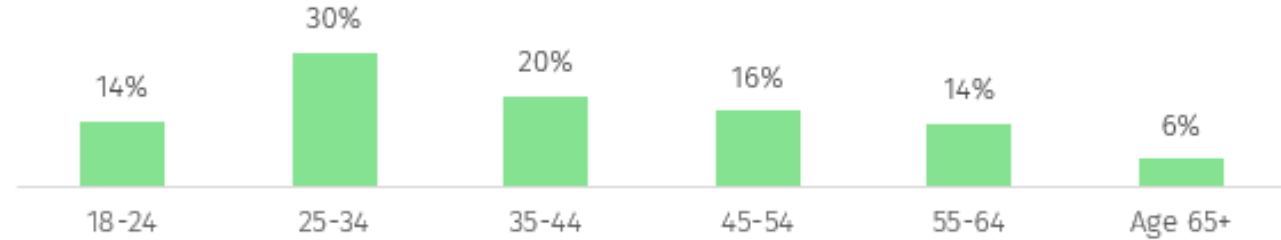
Visitas miles de millones



 **46%**

 **54%**

Edad



Visit Duration


00:01:47

Mobile Share



72%

-5.90%
Variación vs
2023

Desktop Share



28%

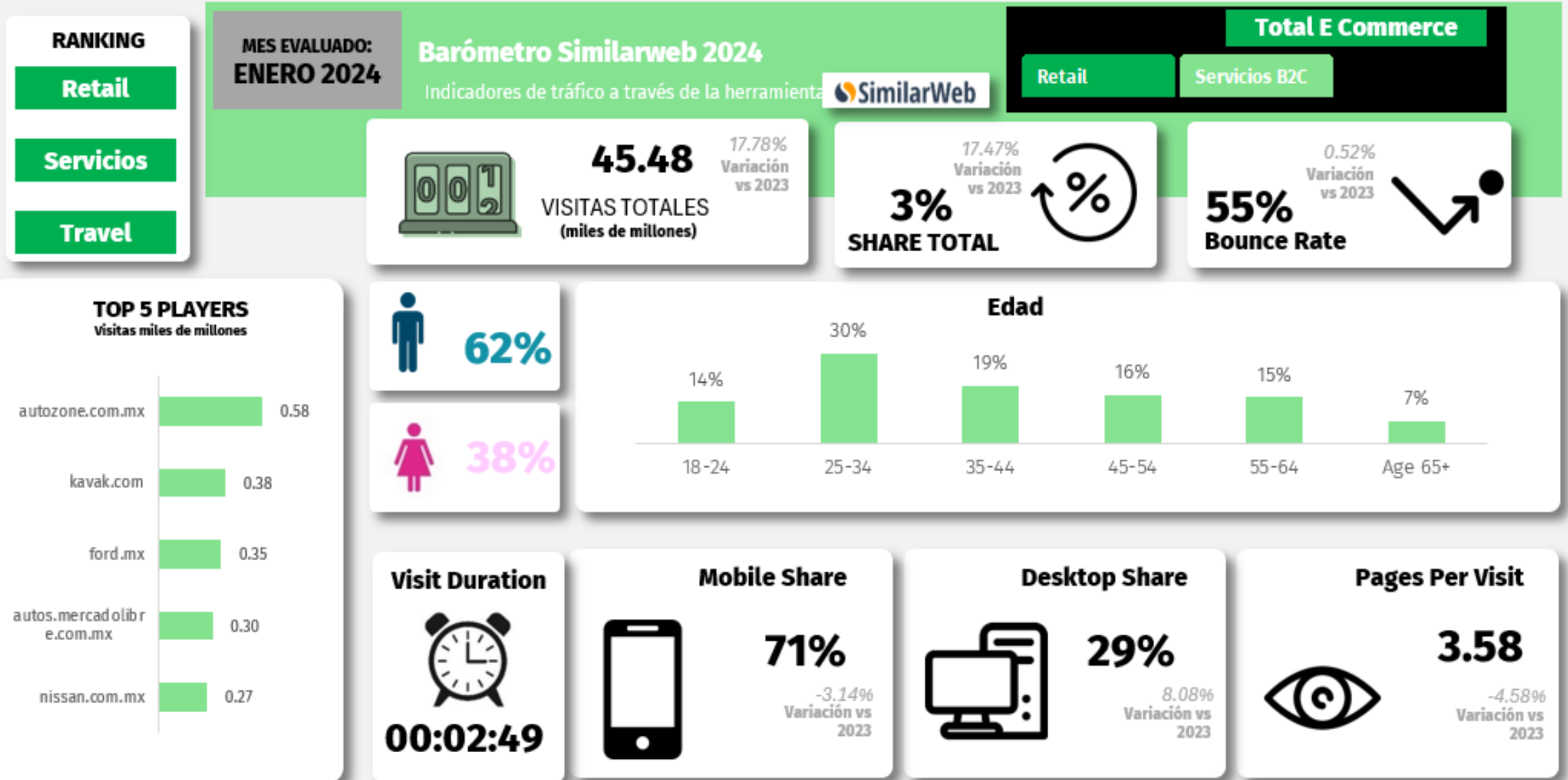
16.97%
Variación vs
2023

Pages Per Visit



3.11

-8.64%
Variación vs
2023



Retail > Belleza y Cuidado Personal

RANKING

Retail

Servicios

Travel

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta 

Total E Commerce

Retail



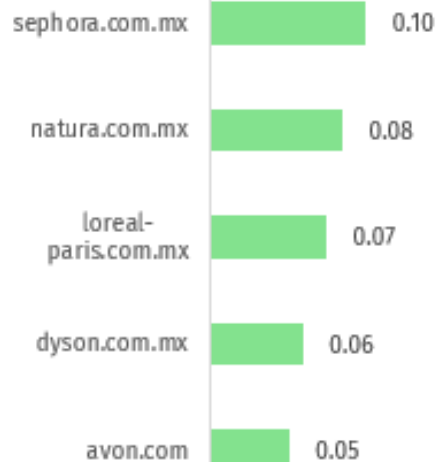
8.35
VISITAS TOTALES
(miles de millones)
5.33%
Variación vs 2023

5.05%
Variación vs 2023
1%
SHARE TOTAL

2.84%
Variación vs 2023
53%
Bounce Rate

TOP 5 PLAYERS

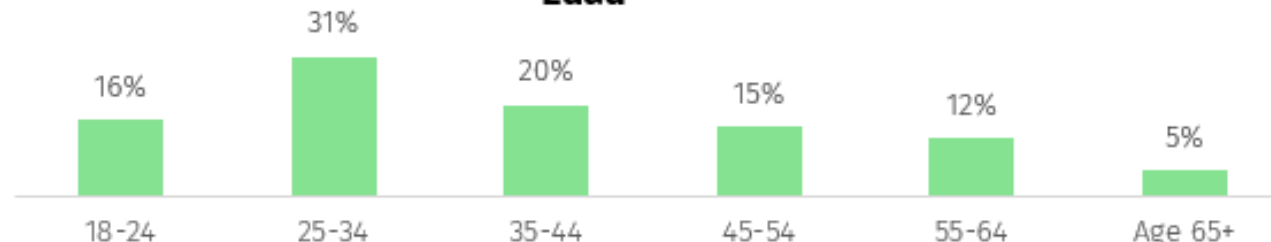
Visitas miles de millones



 **36%**

 **64%**

Edad



Visit Duration


00:02:49

Mobile Share

 **77%**
3.08%
Variación vs 2023

Desktop Share

 **23%**
-9.82%
Variación vs 2023

Pages Per Visit

 **4.36**
-11.86%
Variación vs 2023

Retail > Muebles y decoración del hogar

- RANKING
- Retail**
- Servicios
- Travel

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta 

Retail

Total E Commerce



21.47 -9.22%
Variación vs 2023
VISITAS TOTALES
(miles de millones)

-9.46%
Variación vs 2023
1%
SHARE TOTAL

6.53%
Variación vs 2023
55%
Bounce Rate

TOP 5 PLAYERS

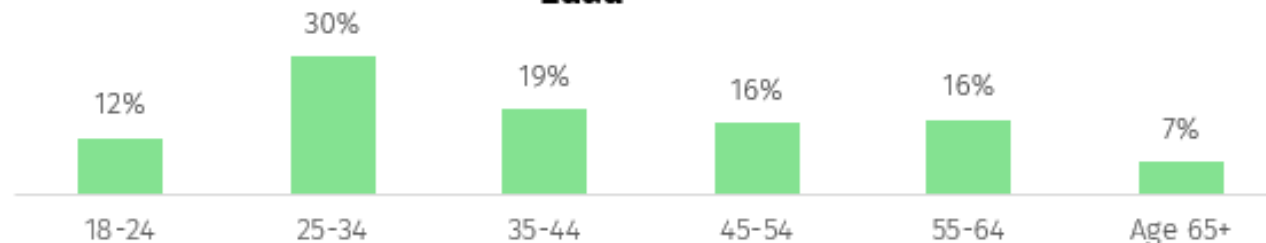
Visitas miles de millones



 **53%**

 **47%**

Edad



Visit Duration


00:02:27

Mobile Share

 **64%**
-1.80%
Variación vs 2023

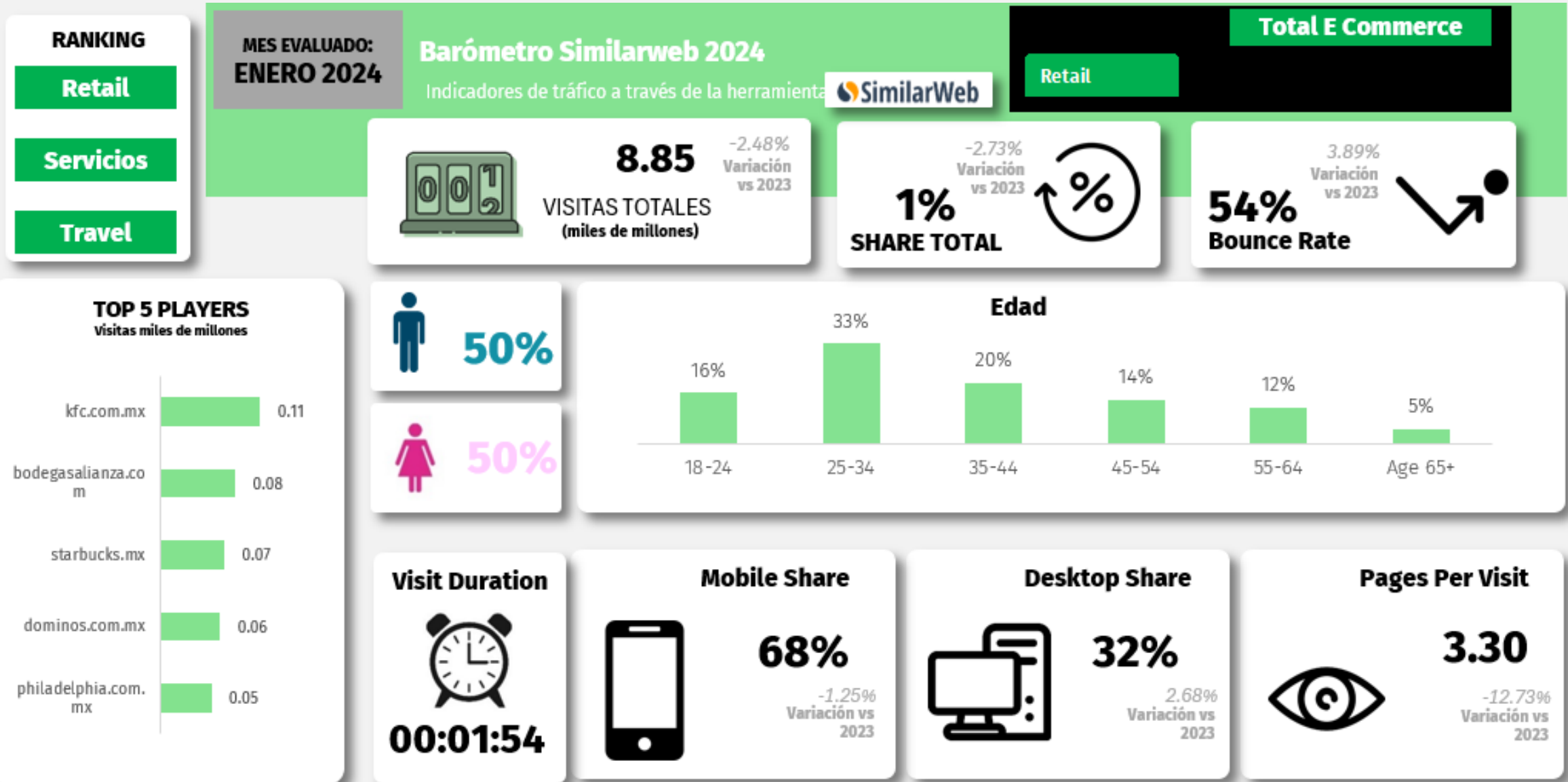
Desktop Share

 **36%**
3.26%
Variación vs 2023

Pages Per Visit

 **3.76**
-6.37%
Variación vs 2023

Retail > Alimentos y Bebidas



Retail > Consolas y Videojuegos

RANKING

Retail

Servicios

Travel

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta SimilarWeb



Total E Commerce

Retail

Servicios B2C



18.82
VISITAS TOTALES
(miles de millones)

-1.56%
Variación
vs 2023

1%
SHARE TOTAL

-1.81%
Variación
vs 2023



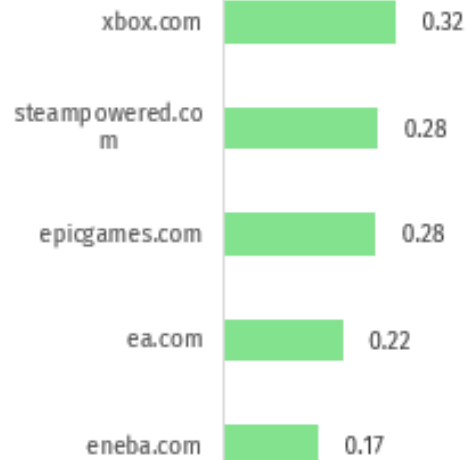
43%
Bounce Rate

4.08%
Variación
vs 2023



TOP 5 PLAYERS

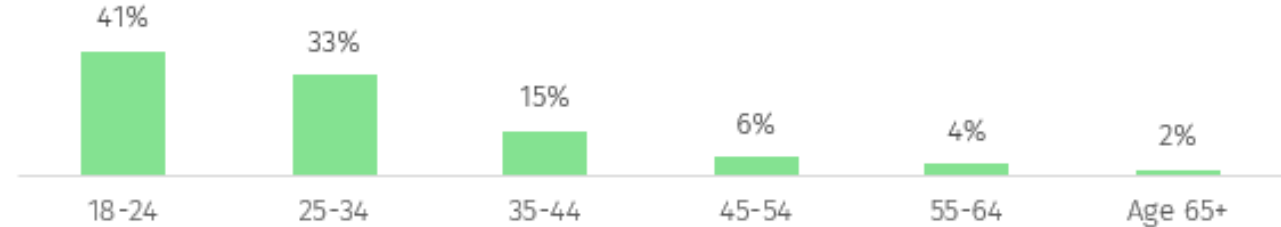
Visitas miles de millones



65%

35%

Edad



Visit Duration

00:03:32

Mobile Share

59%

9.29%
Variación vs
2023

Desktop Share

41%

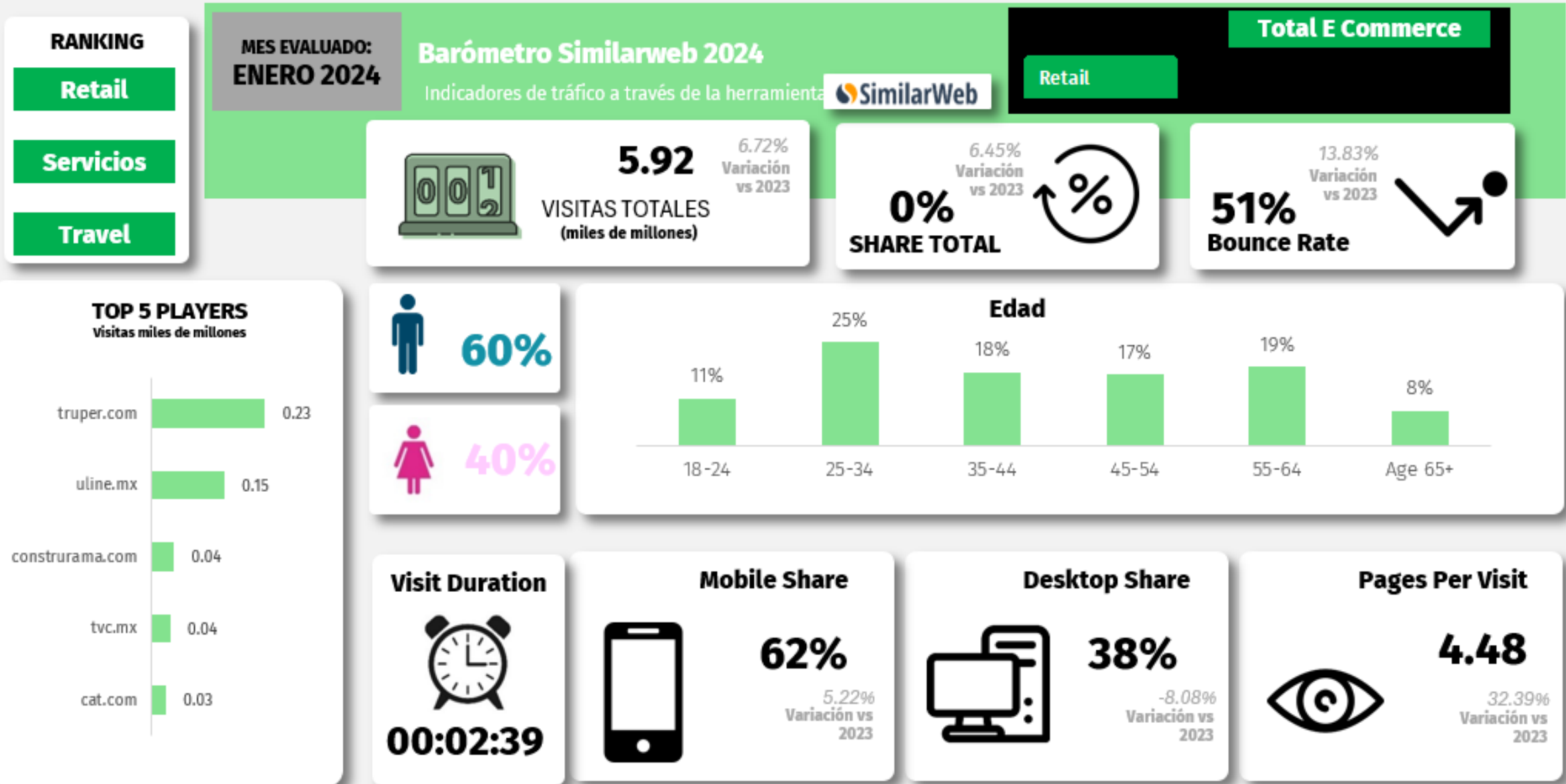
-11.85%
Variación vs
2023

Pages Per Visit

5.82

-23.00%
Variación vs
2023

Retail > Industrial y Herramientas



Ranking > Retail

	Domain	Traffic Share	MoM traffic change	Yearly Change	Desktop Share	Mobile Share	Visit Duration	Pages / Visit	Bounce Rate
1	mercadolibre.com.mx	13.7%	-5.1%	-10.8%	44.2%	55.8%	0:07:13	8.3	38.8%
2	amazon.com.mx	12.7%	-7.8%	-5.0%	46.1%	53.9%	0:05:05	6.9	46.6%
3	walmart.com.mx	3.7%	-18.8%	2.0%	18.4%	81.6%	0:03:15	3.5	59.9%
4	aliexpress.com	3.6%	9.1%	70.3%	44.7%	55.3%	0:04:37	4.6	44.5%
5	coppel.com	2.8%	-16.8%	-14.2%	14.2%	85.8%	0:04:15	4.0	45.6%
6	liverpool.com.mx	2.7%	-18.8%	14.8%	29.4%	70.6%	0:04:33	5.4	46.5%
7	temu.com	2.6%	31.1%	26,371.5%	43.5%	56.5%	0:05:00	6.5	36.4%
8	amazon.com	2.3%	-0.3%	-19.4%	49.9%	50.1%	0:04:32	7.8	48.4%
9	telcel.com	2.0%	-3.6%	-27.6%	10.8%	89.2%	0:02:28	3.8	57.1%
10	samsung.com	1.9%	23.2%	17.9%	8.2%	91.8%	0:02:46	4.3	54.1%
11	promodescuentos.com	1.9%	-3.1%	6.6%	46.6%	53.4%	0:06:25	5.1	39.4%
12	bodegaaurrera.com.mx	1.7%	-9.4%	15.8%	11.9%	88.1%	0:00:50	3.5	63.3%
13	ebay.com	1.7%	1.3%	24.3%	37.9%	62.1%	0:04:39	5.4	47.3%
14	fahorro.com	1.6%	4.6%	-1.2%	13.8%	86.2%	0:01:57	2.3	63.6%
15	homedepot.com.mx	1.3%	4.4%	-18.6%	31.0%	69.0%	0:04:09	5.2	47.0%
16	apple.com	1.2%	-1.6%	-5.4%	50.2%	49.8%	0:02:49	3.3	56.5%
17	mercadolibre.com	1.1%	-6.4%	6.1%	31.5%	68.5%	0:02:11	3.0	40.7%
18	shein.com.mx	1.0%	21.6%	-16.1%	32.3%	67.7%	0:08:30	8.1	36.0%
19	sams.com.mx	0.9%	-10.3%	10.8%	28.7%	71.3%	0:04:22	4.9	54.8%
20	chedraui.com.mx	0.9%	15.2%	61.0%	14.2%	85.8%	0:02:37	3.3	58.0%
21	elpalaciodehierro.com	0.8%	-25.8%	-16.7%	14.8%	85.2%	0:03:12	4.6	61.5%
22	costco.com.mx	0.8%	-22.6%	9.3%	31.5%	68.5%	0:03:51	5.0	46.2%
23	autozone.com.mx	0.8%	-17.0%	27.6%	16.3%	83.7%	0:03:36	3.7	52.6%
24	farmaciasguadalajara.com	0.7%	12.6%	27.7%	18.5%	81.5%	0:02:26	4.1	52.3%
25	sears.com.mx	0.7%	-12.2%	-10.5%	22.0%	78.0%	0:03:19	5.7	50.0%

	Domain	Traffic Share	MoM traffic change	Yearly Change	Desktop Share	Mobile Share	Visit Duration	Pages / Visit	Bounce Rate
26	elektra.mx	0.6%	-25.5%	5.0%	12.6%	87.4%	0:03:48	3.9	46.0%
27	sanborns.com.mx	0.6%	-8.4%	10.7%	13.4%	86.6%	0:01:44	4.9	64.0%
28	etsy.com	0.5%	-9.3%	25.5%	43.4%	56.6%	0:04:45	6.6	58.1%
29	nike.com	0.5%	-15.9%	-37.4%	21.4%	78.6%	0:03:22	4.5	45.9%
30	kavak.com	0.5%	11.1%	-2.2%	19.2%	80.8%	0:03:06	5.2	43.1%
31	att.com.mx	0.5%	-3.1%	-12.0%	10.8%	89.2%	0:02:18	2.9	59.8%
32	soriana.com	0.5%	-22.3%	2.1%	28.6%	71.4%	0:04:18	3.8	54.1%
33	innovasport.com	0.5%	-36.8%	38.1%	12.4%	87.6%	0:03:39	4.8	46.0%
34	farmaciasanpablo.com.mx	0.5%	-17.0%	-36.6%	20.7%	79.3%	0:02:20	3.3	57.0%
35	ford.mx	0.5%	-13.3%	13.7%	5.9%	94.1%	0:01:16	1.6	64.9%
36	adidas.mx	0.5%	-17.2%	14.0%	22.0%	78.0%	0:04:27	5.5	43.2%
37	hp.com	0.4%	93.5%	82.1%	29.9%	70.1%	0:03:21	2.8	60.4%
38	suburbia.com.mx	0.4%	-20.1%	-17.3%	20.0%	80.0%	0:04:35	5.1	41.2%
39	xbox.com	0.4%	-23.6%	-26.0%	47.5%	52.5%	0:04:04	4.5	43.9%
40	autos.mercadolibre.com.mx	0.4%	1.5%	-18.2%	21.2%	78.8%	0:05:21	3.7	44.4%
41	shein.com	0.4%	18.3%	53.5%	7.5%	92.5%	0:04:16	2.6	48.3%
42	cyberpuerta.mx	0.4%	2.3%	-9.5%	64.4%	35.6%	0:04:47	5.1	48.3%
43	steampowered.com	0.4%	-9.8%	-0.1%	59.6%	40.4%	0:02:47	4.0	53.1%
44	epicgames.com	0.4%	-41.0%	-10.1%	39.4%	60.6%	0:03:22	5.1	36.4%
45	nissan.com.mx	0.4%	28.8%	31.9%	15.2%	84.8%	0:02:08	2.6	64.4%
46	officedepot.com.mx	0.4%	5.5%	1.7%	47.5%	52.5%	0:04:29	5.0	46.0%
47	vw.com.mx	0.3%	-13.6%	33.5%	12.6%	87.4%	0:02:01	3.0	58.9%
48	chevrolet.com.mx	0.3%	10.6%	51.3%	15.5%	84.5%	0:03:43	2.9	54.1%
49	alibaba.com	0.3%	35.8%	9.0%	40.3%	59.7%	0:04:55	5.8	51.9%
50	huawei.com	0.3%	-27.5%	-14.1%	24.5%	75.5%	0:05:58	5.7	48.3%

Ranking > Retail

	Domain	Traffic Share	MoM traffic change	Yearly Change	Desktop Share	Mobile Share	Visit Duration	Pages / Visit	Bounce Rate
51	steren.com.mx	0.3%	-18.4%	20.4%	39.2%	60.8%	0:11:10	6.2	44.7%
52	zara.com	0.3%	-15.9%	-10.6%	32.8%	67.2%	0:06:47	10.9	33.9%
53	truper.com	0.3%	5.3%	13.4%	56.2%	43.8%	0:07:24	9.3	32.7%
54	honda.mx	0.3%	22.4%	26.7%	15.8%	84.2%	0:01:48	2.9	61.8%
55	farmaciasdesimilares.com	0.3%	-15.0%	40.5%	21.7%	78.3%	0:02:35	3.3	42.5%
56	ea.com	0.3%	26.2%	-1.9%	45.2%	54.8%	0:03:52	3.3	45.7%
57	claroshop.com	0.3%	-19.8%	-31.6%	25.9%	74.1%	0:03:08	4.2	57.6%
58	oxxo.com	0.3%	-30.5%	-20.9%	32.6%	67.4%	0:06:07	2.6	53.0%
59	shopee.com.mx	0.3%	-18.5%	-35.9%	31.3%	68.7%	0:04:53	5.8	43.4%
60	kia.com	0.3%	-9.5%	16.4%	20.0%	80.0%	0:02:18	2.9	64.9%
61	toyota.mx	0.2%	21.0%	10.5%	16.6%	83.4%	0:02:51	4.4	50.4%
62	eneba.com	0.2%	-8.4%	77.7%	52.5%	47.5%	0:05:23	9.6	42.2%
63	walmart.com	0.2%	-32.6%	6.6%	30.9%	69.1%	0:05:28	5.1	53.2%
64	heb.com.mx	0.2%	-11.2%	2.3%	25.2%	74.8%	0:03:16	4.2	63.9%
65	nintendo.com	0.2%	-15.3%	-13.7%	20.4%	79.6%	0:03:46	6.6	37.2%
66	cklass.com	0.2%	5.8%	-8.4%	7.0%	93.0%	0:05:07	10.3	36.8%
67	lacomerc.com.mx	0.2%	-3.0%	29.9%	27.4%	72.6%	0:03:57	5.4	39.7%
68	hm.com	0.2%	-32.2%	-36.5%	30.1%	69.9%	0:05:13	7.4	51.0%
69	mazda.mx	0.2%	50.6%	8.1%	18.0%	82.0%	0:03:26	3.2	51.2%
70	italika.mx	0.2%	10.9%	8.7%	10.0%	90.0%	0:04:54	6.2	38.8%
71	suzuki.com.mx	0.2%	-2.0%	25.8%	14.0%	86.0%	0:02:32	2.8	44.5%
72	farfetch.com	0.2%	-11.3%	-49.9%	20.6%	79.4%	0:02:44	4.0	65.3%
73	andrea.com	0.2%	-22.2%	-38.3%	14.7%	85.3%	0:05:37	11.7	30.9%
74	hyundai.com.mx	0.2%	-2.6%	57.8%	11.7%	88.3%	0:02:55	2.8	49.6%
75	chopo.com.mx	0.2%	40.0%	41.4%	18.0%	82.0%	0:03:21	4.7	46.2%

	Domain	Traffic Share	MoM traffic change	Yearly Change	Desktop Share	Mobile Share	Visit Duration	Pages / Visit	Bounce Rate
76	buscalibre.com.mx	0.2%	16.7%	0.3%	30.1%	69.9%	0:03:14	4.3	54.3%
77	uline.mx	0.2%	22.0%	-3.7%	32.8%	67.2%	0:02:05	2.8	58.4%
78	motorola.com.mx	0.2%	-18.0%	45.0%	10.3%	89.7%	0:01:56	3.2	63.4%
79	tienda.movistar.com.mx	0.2%	-14.4%	9.2%	7.6%	92.4%	0:02:11	2.4	53.0%
80	walmartmexico.com.mx	0.2%	-23.4%	5.4%	86.1%	13.9%	0:08:39	10.9	14.7%
81	gandhi.com.mx	0.2%	-12.5%	-19.4%	36.8%	63.2%	0:03:41	4.2	54.1%
82	bershka.com	0.2%	-2.1%	21.7%	29.1%	70.9%	0:05:22	5.9	36.3%
83	doto.com.mx	0.2%	-16.2%	-19.2%	21.2%	78.8%	0:03:33	5.0	53.5%
84	petco.com.mx	0.2%	-42.2%	10.6%	18.0%	82.0%	0:03:08	4.4	49.1%
85	innvictus.com	0.2%	-29.9%	-33.0%	16.0%	84.0%	0:03:16	4.7	41.0%
86	playstation.com	0.2%	-31.6%	-14.8%	32.0%	68.0%	0:03:15	3.9	48.4%
87	vento.com	0.2%	25.3%	155.8%	12.9%	87.1%	0:03:06	3.6	56.2%
88	lg.com	0.2%	-40.4%	12.1%	18.0%	82.0%	0:02:22	2.7	65.0%
89	lenovo.com	0.2%	4.7%	4.6%	38.6%	61.4%	0:03:55	3.8	47.0%
90	syscom.mx	0.2%	28.7%	-10.3%	76.7%	23.3%	0:11:09	9.2	31.8%
91	levi.com.mx	0.2%	-14.8%	39.7%	9.1%	90.9%	0:01:47	6.0	38.9%
92	jeep.com.mx	0.1%	4.6%	74.7%	7.2%	92.8%	0:01:14	1.9	58.1%
93	lincoln.mx	0.1%	-15.1%	11.0%	1.6%	98.4%	0:00:18	1.9	26.4%
94	kfc.com.mx	0.1%	-33.9%	15.0%	13.4%	86.6%	0:03:09	3.7	48.7%
95	ikea.com	0.1%	19.6%	4.4%	36.4%	63.6%	0:05:33	5.8	44.6%
96	lego.com	0.1%	-42.2%	-3.8%	23.8%	76.2%	0:02:46	7.6	53.5%
97	interceramic.com	0.1%	36.1%	18.0%	17.0%	83.0%	0:02:35	4.7	66.6%
98	pullandbear.com	0.1%	0.9%	-30.4%	38.6%	61.4%	0:05:49	7.2	35.6%
99	sephora.com.mx	0.1%	-19.4%	-11.3%	20.3%	79.7%	0:03:32	4.7	54.1%
100	benavides.com.mx	0.1%	-2.8%	60.7%	19.0%	81.0%	0:00:37	2.1	70.2%

Giro: Servicios B2C



Servicios B2C > TOTAL

- RANKING
- Retail**
- Servicios
- Travel

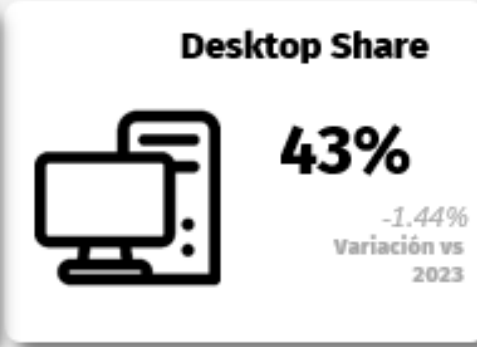
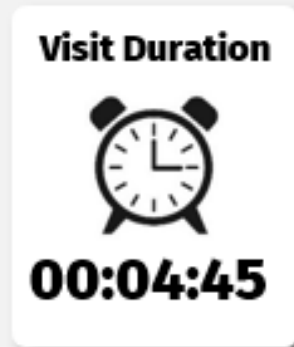
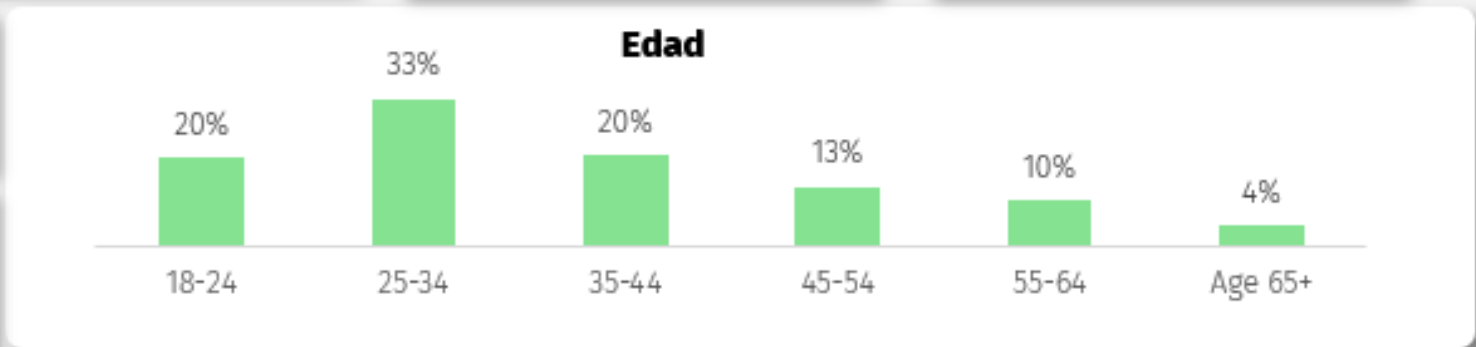
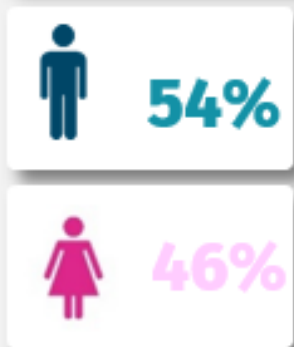
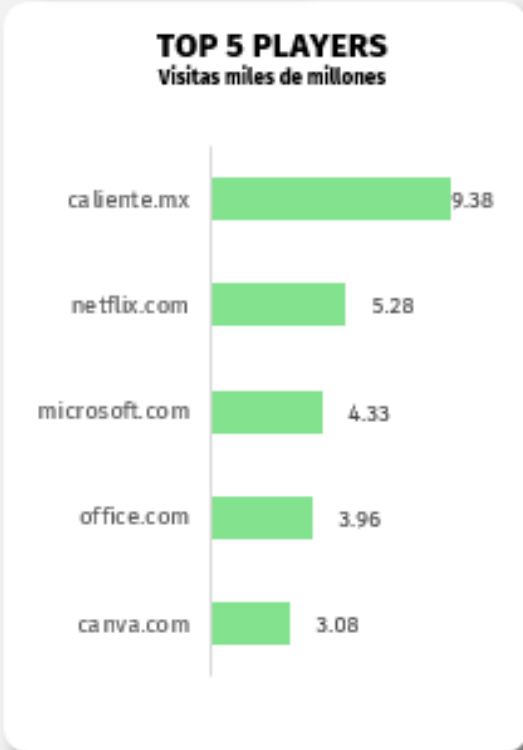
MES EVALUADO: **ENERO 2024**

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta

Total E Commerce

- Retail
- Servicios B2C**
- Travel





Top 5 Servicios B2C

Servicios B2C > Entretenimiento

RANKING

Retail

Servicios

Travel

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta 

Total E Commerce

Servicios B2C



292.43

-0.49%
Variación
vs 2023

VISITAS TOTALES
(miles de millones)

19%
SHARE TOTAL

-0.75%
Variación
vs 2023



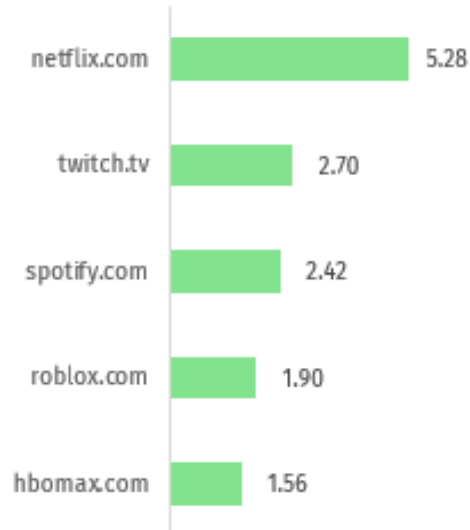
48%
Bounce Rate

-1.25%
Variación
vs 2023



TOP 5 PLAYERS

Visitas miles de millones

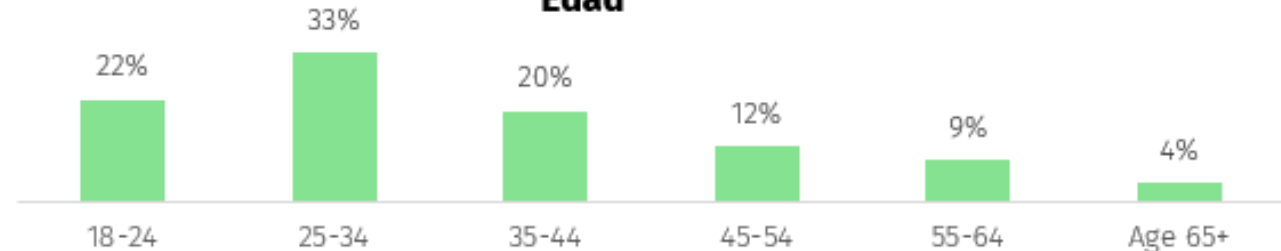


54%



46%

Edad



Visit Duration



00:04:53

Mobile Share



56%

-0.39%
Variación vs
2023

Desktop Share



44%

0.50%
Variación vs
2023

Pages Per Visit



3.96

-1.53%
Variación vs
2023

Servicios B2C > Bancos

RANKING

- Retail
- Servicios
- Travel

MES EVALUADO: **ENERO 2024**

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta SimilarWeb

Total E Commerce

Servicios B2C

55.58 3.79% Variación vs 2023

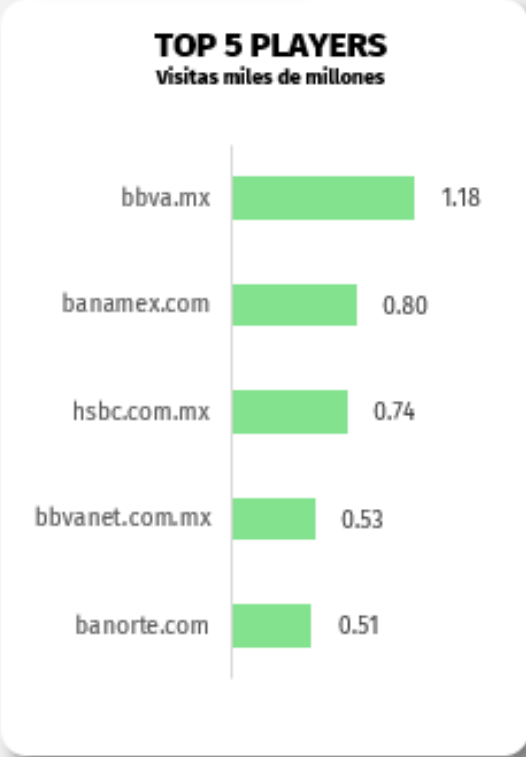
VISITAS TOTALES (miles de millones)

4% 3.52% Variación vs 2023

SHARE TOTAL

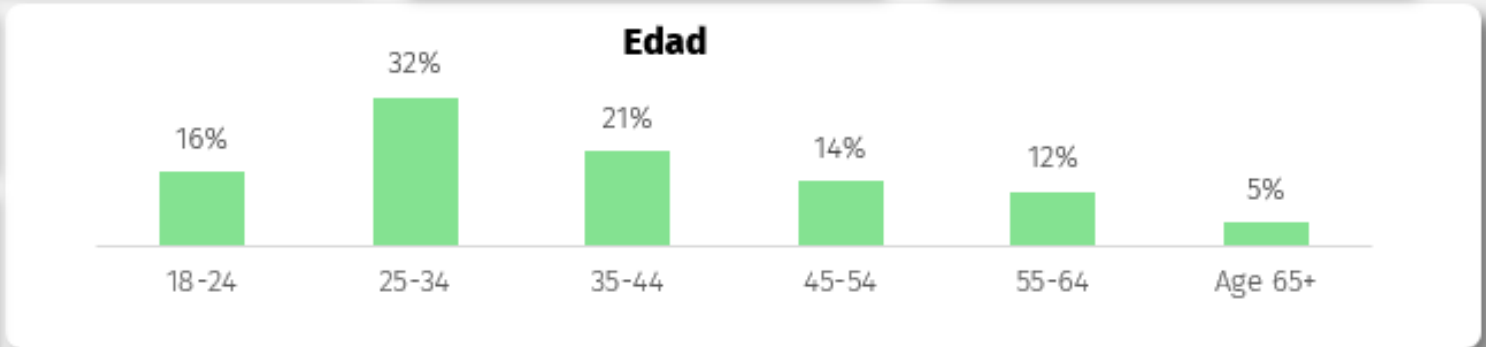
38% 3.13% Variación vs 2023

Bounce Rate



53%

47%



Visit Duration

00:05:32

Mobile Share

44% 2.16% Variación vs 2023

Desktop Share

56% -1.64% Variación vs 2023

Pages Per Visit

5.27 -3.85% Variación vs 2023

Servicios B2C > Fintech

RANKING

Retail

Servicios

Travel

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta



Servicios B2C

Total E Commerce



24.50
VISITAS TOTALES
(miles de millones)
40.94%
Variación
vs 2023

2%
SHARE TOTAL
40.57%
Variación
vs 2023

56%
Bounce Rate
-7.30%
Variación
vs 2023

TOP 5 PLAYERS

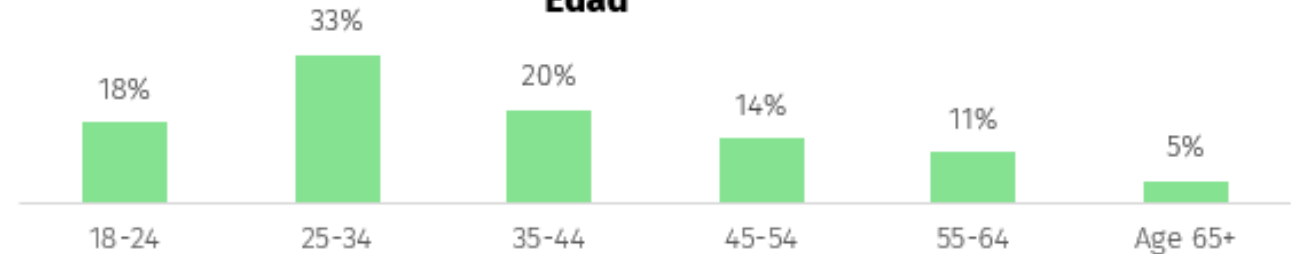
Visitas miles de millones



53%

47%

Edad



Visit Duration

00:04:03

Mobile Share

68%
14.29%
Variación vs 2023

Desktop Share

32%
-25.16%
Variación vs 2023

Pages Per Visit

3.55
-41.34%
Variación vs 2023

Servicios B2C > Internet y Telefonía

- RANKING
- Retail**
- Servicios
- Travel

MES EVALUADO: **ENERO 2024**

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta 

Total E Commerce

Servicios B2C

 **24.57** -4.04% Variación vs 2023

VISITAS TOTALES
(miles de millones)

-4.29% Variación vs 2023

2%

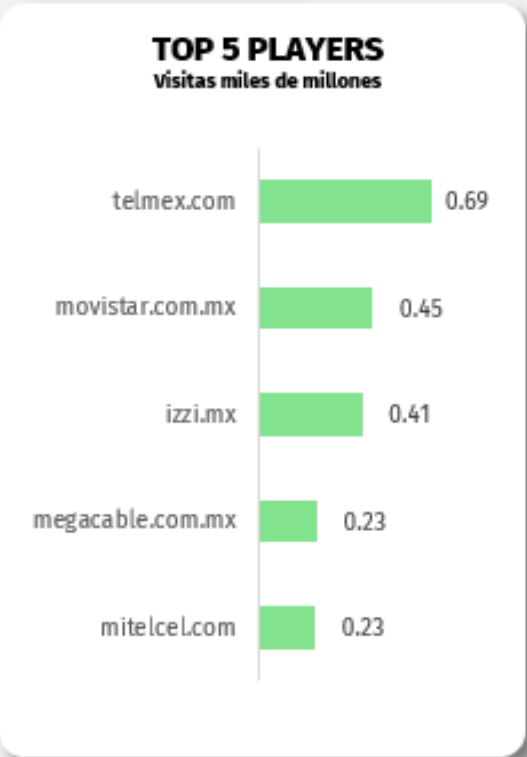

SHARE TOTAL




3.10% Variación vs 2023

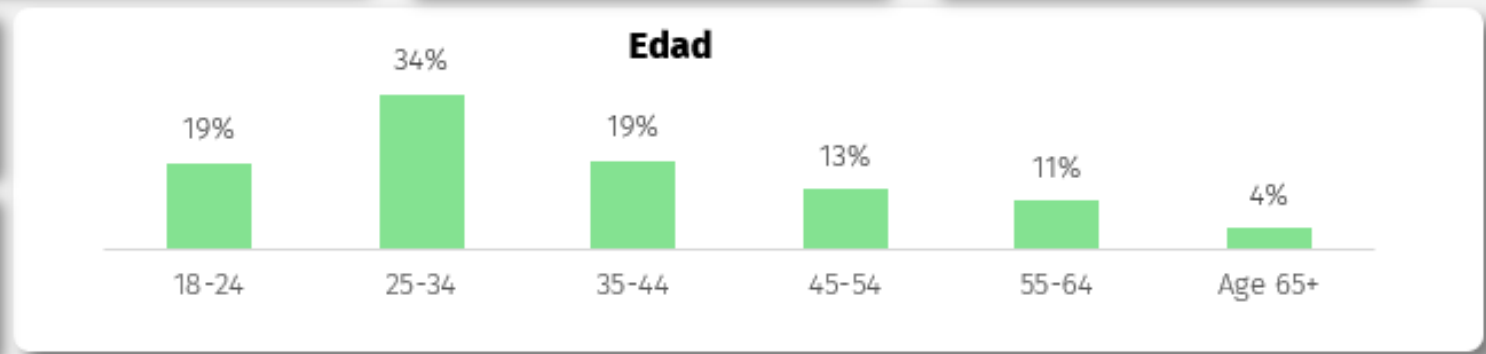
41%

Bounce Rate




 **56%**

 **44%**




Visit Duration



00:03:41


Mobile Share



72%

4.98% Variación vs 2023

Desktop Share



28%

-11.49% Variación vs 2023

Pages Per Visit



4.30

-0.08% Variación vs 2023

Servicios B2C > Paquetería

- RANKING
- Retail**
- Servicios
- Travel

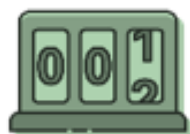
MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta 

Total E Commerce

Servicios B2C



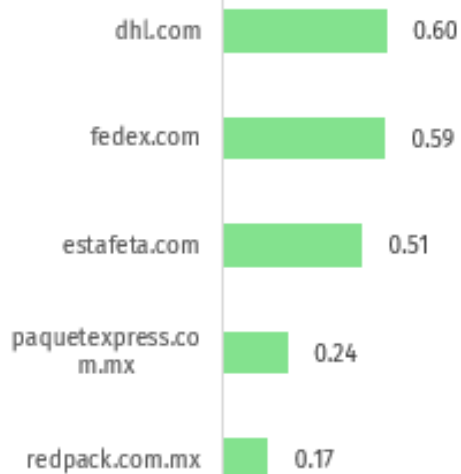
30.32
VISITAS TOTALES
(miles de millones)
11.23%
Variación vs 2023

10.94%
Variación vs 2023
2%
SHARE TOTAL

-1.14%
Variación vs 2023
47%
Bounce Rate

TOP 5 PLAYERS

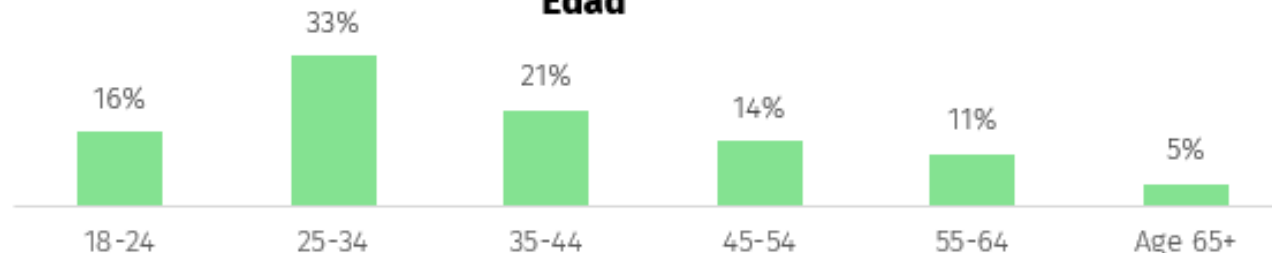
Visitas miles de millones



 **53%**

 **47%**

Edad



Visit Duration


00:04:11

Mobile Share


68%
1.24%
Variación vs 2023

Desktop Share


32%
-2.56%
Variación vs 2023

Pages Per Visit


3.04
10.73%
Variación vs 2023

Ranking > Servicios B2C

#	Domain	Traffic Share	MoM traffic change	Yearly Change	Desktop Share	Mobile Share	Visit Duration	Pages / Visit	Bounce Rate
1	caliente.mx	13.0%	-6.6%	-18.5%	10.6%	89.4%	0:04:08	3.9	45.0%
2	netflix.com	7.3%	0.0%	-11.6%	89.6%	10.4%	0:07:26	4.2	37.8%
3	microsoft.com	6.0%	14.9%	35.4%	68.2%	31.8%	0:03:57	3.2	51.5%
4	office.com	5.5%	21.8%	1.3%	62.7%	37.3%	0:09:14	6.8	35.4%
5	canva.com	4.3%	13.9%	36.3%	85.9%	14.1%	0:09:55	5.0	26.3%
6	twitch.tv	3.7%	-0.6%	-9.7%	68.4%	31.6%	0:07:32	3.6	34.6%
7	spotify.com	3.4%	-4.9%	-16.7%	61.9%	38.1%	0:10:20	5.7	35.2%
8	roblox.com	2.6%	-11.8%	-45.8%	92.1%	7.9%	0:11:18	8.9	21.6%
9	hbomax.com	2.2%	-7.1%	-3.3%	76.0%	24.0%	0:09:08	4.6	35.3%
10	fandom.com	2.1%	1.2%	-11.6%	32.3%	67.7%	0:04:30	4.5	52.3%
11	primevideo.com	2.1%	-6.1%	3.6%	79.3%	20.7%	0:03:37	3.1	44.5%
12	bet365.mx	1.8%	-12.2%	-42.8%	18.6%	81.4%	0:03:59	5.4	66.6%
13	tvazteca.com	1.7%	-11.1%	59.1%	11.1%	88.9%	0:04:03	4.3	55.3%
14	discord.com	1.6%	-3.9%	-19.1%	79.0%	21.0%	0:12:28	9.5	29.5%
15	bbva.mx	1.6%	-2.1%	4.7%	50.2%	49.8%	0:04:24	3.5	47.8%
16	vix.com	1.5%	10.7%	20.1%	38.3%	61.7%	0:04:06	3.7	50.4%
17	cinopolis.com	1.5%	-2.7%	-5.7%	15.6%	84.4%	0:03:28	3.4	47.9%
18	disneyplus.com	1.5%	-12.9%	-13.5%	67.7%	32.3%	0:07:08	5.8	32.1%
19	lasestrellas.tv	1.2%	9.4%	55.0%	9.8%	90.2%	0:04:02	2.2	56.8%
20	starplus.com	1.2%	-2.8%	1.8%	79.6%	20.4%	0:08:39	4.3	30.8%
21	doctoralia.com.mx	1.1%	22.4%	16.0%	16.3%	83.7%	0:03:44	3.5	60.6%
22	banamex.com	1.1%	-11.7%	1.7%	44.7%	55.3%	0:04:24	6.8	44.8%
23	hsbc.com.mx	1.0%	8.3%	8.7%	23.5%	76.5%	0:04:58	5.8	30.2%
24	telmex.com	0.9%	10.6%	-5.3%	51.7%	48.3%	0:06:16	6.0	36.4%
25	didiglobal.com	0.9%	-8.2%	52.1%	2.6%	97.4%	0:00:56	2.5	48.2%

#	Domain	Traffic Share	MoM traffic change	Yearly Change	Desktop Share	Mobile Share	Visit Duration	Pages / Visit	Bounce Rate
26	paypal.com	0.8%	-6.4%	-18.2%	45.2%	54.8%	0:03:51	5.7	37.1%
27	dhl.com	0.8%	-20.6%	-9.6%	23.5%	76.5%	0:03:26	4.0	42.4%
28	fedex.com	0.8%	-28.0%	0.6%	28.2%	71.8%	0:03:54	4.3	38.4%
29	superboletos.com	0.8%	4.4%	237.7%	6.7%	93.3%	0:03:45	2.5	54.7%
30	office365.com	0.8%	152.1%	16.6%	83.0%	17.0%	0:10:13	8.0	30.1%
31	bbvanet.com.mx	0.7%	26.3%	-4.2%	90.0%	10.0%	0:11:24	10.5	9.3%
32	univision.com	0.7%	-10.5%	-36.1%	8.1%	91.9%	0:00:32	1.4	56.4%
33	ticketmaster.com.mx	0.7%	10.2%	-25.7%	19.8%	80.2%	0:04:19	4.0	32.5%
34	banorte.com	0.7%	-13.0%	-3.8%	64.3%	35.7%	0:08:30	7.6	32.1%
35	estafeta.com	0.7%	-7.9%	10.1%	31.2%	68.8%	0:02:57	1.8	64.9%
36	crunchyroll.com	0.7%	-20.0%	-5.9%	80.9%	19.1%	0:15:42	5.3	36.6%
37	cinemex.com	0.7%	7.9%	3.8%	10.6%	89.4%	0:02:48	3.1	35.6%
38	mercadopago.com.mx	0.7%	0.3%	34.1%	26.4%	73.6%	0:02:16	3.7	53.4%
39	movistar.com.mx	0.6%	-7.2%	-11.2%	5.6%	94.4%	0:01:51	2.1	41.8%
40	santander.com.mx	0.6%	-5.4%	-8.5%	57.4%	42.6%	0:12:19	7.1	27.9%
41	izzi.mx	0.6%	-29.9%	1.9%	15.7%	84.3%	0:03:27	2.9	49.0%
42	uber.com	0.5%	24.9%	-22.8%	22.0%	78.0%	0:02:49	3.7	54.6%
43	udemy.com	0.5%	-4.6%	14.1%	84.2%	15.8%	0:10:35	6.1	39.2%
44	clarovideo.com	0.5%	19.4%	22.7%	54.3%	45.7%	0:04:38	3.4	50.2%
45	dropbox.com	0.4%	-10.2%	-26.0%	78.4%	21.6%	0:06:32	7.9	35.7%
46	codere.mx	0.4%	5.0%	-10.0%	12.0%	88.0%	0:05:07	5.7	46.6%
47	duolingo.com	0.4%	40.9%	0.5%	72.7%	27.3%	0:10:26	10.2	33.4%
48	nu.com.mx	0.4%	-16.1%	52.7%	13.7%	86.3%	0:01:32	2.0	56.2%
49	doramasflix.co	0.4%	6.4%	-10.6%	91.5%	8.5%	0:05:22	2.3	47.0%
50	monoschinos2.com	0.4%	26.6%	-47.2%	78.1%	21.9%	0:15:09	5.8	33.4%

Ranking > Servicios B2C

	Domain	Traffic Share	MoM traffic change	Yearly Change	Desktop Share	Mobile Share	Visit Duration	Pages / Visit	Bounce Rate
51	coursera.org	0.3%	-5.9%	13.2%	85.4%	14.6%	0:13:35	9.6	36.1%
52	soundcloud.com	0.3%	12.2%	0.5%	52.2%	47.8%	0:05:40	5.1	48.3%
53	paquetexpress.com.mx	0.3%	6.3%	26.3%	48.2%	51.8%	0:03:49	3.2	46.9%
54	megacable.com.mx	0.3%	-1.2%	5.8%	22.9%	77.1%	0:03:45	4.5	41.9%
55	spinbyoxo.com.mx	0.3%	-20.9%	142.4%	2.4%	97.6%	0:01:27	1.3	72.9%
56	mitelcel.com	0.3%	10.6%	-47.4%	38.1%	61.9%	0:03:53	7.2	31.3%
57	justwatch.com	0.3%	21.5%	18.4%	47.0%	53.0%	0:01:41	1.9	57.2%
58	tioanime.com	0.3%	-2.4%	17.7%	59.4%	40.6%	0:10:11	4.0	36.8%
59	yts.mx	0.3%	-1.9%	67.8%	85.5%	14.5%	0:04:13	5.1	35.1%
60	bancoazteca.com.mx	0.3%	-6.3%	-2.0%	9.7%	90.3%	0:02:54	2.4	62.4%
61	mexpago.com	0.3%	12.7%	5,102.8%	0.0%	100.0%	0:00:15	1.3	61.0%
62	totalplay.com.mx	0.3%	-10.7%	20.5%	32.1%	67.9%	0:05:49	4.7	64.3%
63	americanexpress.com	0.2%	-21.4%	-10.3%	52.9%	47.1%	0:04:37	5.4	46.8%
64	t-mobile.com	0.2%	10.0%	-7.5%	2.2%	97.8%	0:01:27	2.0	35.7%
65	pluto.tv	0.2%	-1.3%	-18.4%	55.1%	44.9%	0:07:24	3.9	31.4%
66	redpack.com.mx	0.2%	15.5%	8.6%	20.7%	79.3%	0:04:27	2.7	51.5%
67	gnp.com.mx	0.2%	-39.6%	74.8%	42.0%	58.0%	0:08:20	4.2	39.2%
68	rappi.com.mx	0.2%	-32.7%	-10.7%	24.5%	75.5%	0:02:45	4.1	57.8%
69	skydropx.com	0.2%	37.3%	30.5%	27.8%	72.2%	0:02:30	3.1	68.0%
70	salesforce.com	0.2%	-13.1%	12.0%	83.6%	16.4%	0:05:01	5.7	36.0%
71	paramountplus.com	0.2%	31.9%	-50.1%	69.1%	30.9%	0:06:14	4.7	38.6%
72	eticket.mx	0.2%	4.3%	68.1%	14.5%	85.5%	0:02:28	3.6	61.6%
73	bb.com.mx	0.2%	-46.3%	-1.6%	78.3%	21.7%	0:05:34	3.6	37.3%
74	inbursa.com	0.2%	-13.3%	-1.6%	53.7%	46.3%	0:10:36	9.4	20.3%
75	qualitas.com.mx	0.2%	-6.3%	4.7%	79.8%	20.2%	0:13:39	6.2	23.2%

	Domain	Traffic Share	MoM traffic change	Yearly Change	Desktop Shre	Mobile Share	Visit Duration	Pages / Visit	Bounce Rate
76	domestika.org	0.2%	-7.1%	0.6%	57.9%	42.1%	0:04:55	3.9	53.0%
77	asana.com	0.2%	-2.9%	7.3%	93.9%	6.1%	0:08:15	4.8	37.6%
78	platacard.mx	0.2%	12.0%	>17,976,93%	3.6%	96.4%	0:01:19	1.8	66.7%
79	tulotero.mx	0.2%	6.1%	-5.4%	33.4%	66.6%	0:05:14	6.2	33.9%
80	att.com	0.2%	-11.7%	14.0%	6.4%	93.6%	0:06:56	3.3	62.1%
81	scotiabank.com.mx	0.2%	-2.0%	5.1%	62.9%	37.1%	0:05:15	6.8	31.9%
82	stripe.com	0.2%	46.6%	45.4%	45.2%	54.8%	0:03:40	3.6	61.2%
83	televisa.com	0.2%	-13.4%	-12.5%	18.4%	81.6%	0:01:17	1.7	67.3%
84	ups.com	0.2%	6.9%	0.6%	42.7%	57.3%	0:04:10	3.5	31.0%
85	hapag-lloyd.com	0.2%	-11.6%	41.3%	6.8%	93.2%	0:01:52	2.0	46.4%
86	mitotalplay.com.mx	0.2%	-10.6%	31.0%	43.3%	56.7%	0:04:01	6.3	41.4%
87	deezer.com	0.2%	51.9%	11.4%	65.7%	34.3%	0:07:26	6.0	51.3%
88	serieslan.com	0.1%	-0.1%	-7.0%	61.1%	38.9%	0:11:04	3.6	38.6%
89	ticketmaster.com	0.1%	-8.2%	-13.6%	25.6%	74.4%	0:01:31	2.5	70.2%
90	bancoppel.com	0.1%	-15.3%	-2.3%	20.1%	79.9%	0:02:03	3.2	57.1%
91	wise.com	0.1%	-12.0%	20.3%	35.4%	64.6%	0:03:20	3.7	50.1%
92	bbva.com	0.1%	-14.8%	-8.0%	71.9%	28.1%	0:02:11	3.1	42.8%
93	banregio.com	0.1%	-10.0%	-3.1%	67.8%	32.2%	0:07:20	5.9	28.6%
94	ahorrasesuros.mx	0.1%	7.2%	109.1%	19.9%	80.1%	0:01:39	1.6	78.5%
95	99minutos.com	0.1%	0.1%	-19.2%	16.5%	83.5%	0:04:47	3.1	56.2%
96	envia.com	0.1%	-2.3%	28.6%	34.4%	65.6%	0:05:31	3.0	48.5%
97	roku.com	0.1%	3.0%	-15.3%	14.4%	85.6%	0:04:14	5.6	36.4%
98	openenglish.com	0.1%	-37.7%	-31.9%	66.9%	33.1%	0:15:24	5.1	34.7%
99	banamex.com.mx	0.1%	-29.1%	-13.1%	91.1%	8.9%	0:07:46	4.2	43.8%
100	otakustv.com	0.1%	-25.1%	2.6%	51.5%	48.5%	0:12:21	4.8	39.4%



Giro: Travel

RANKING

- Retail
- Servicios
- Travel

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024


Indicadores de tráfico a través de la herramienta 

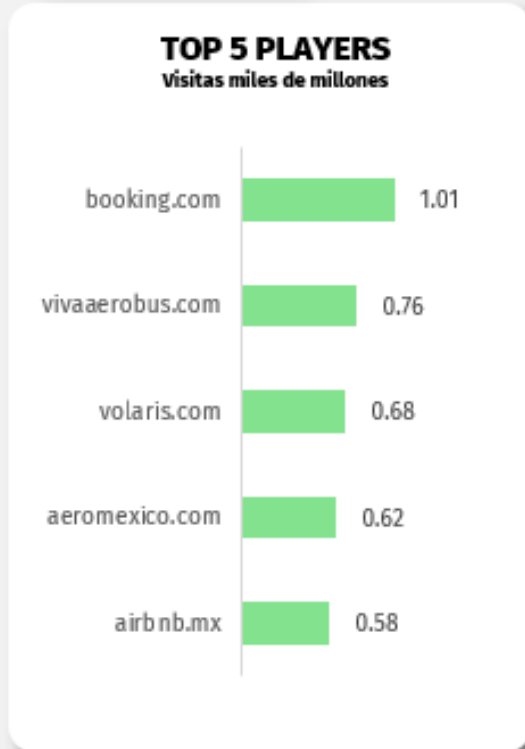
Total E Commerce

- Retail
- Servicios B2C
- Travel


 **88.49** 1.69% Variación vs 2023
VISITAS TOTALES
(miles de millones)

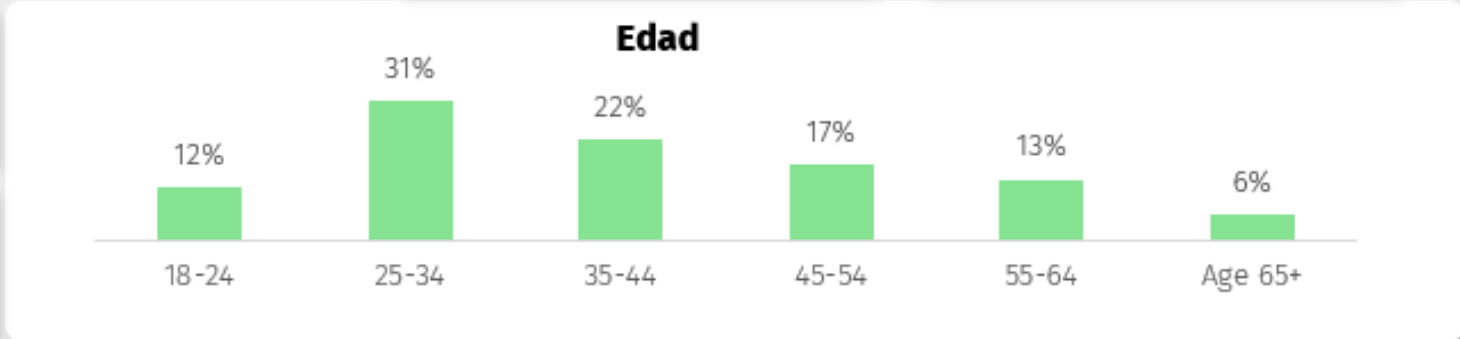
1.42% Variación vs 2023
6%
SHARE TOTAL 

3.62% Variación vs 2023
46%
Bounce Rate 




 **42%**


 **58%**




Visit Duration


00:03:46

Mobile Share

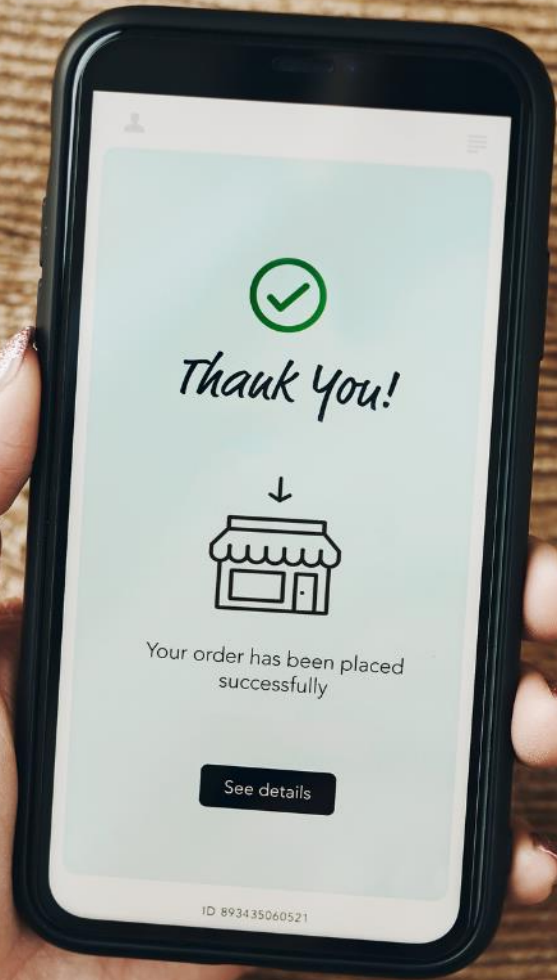
 **67%**
-4.26% Variación vs 2023

Desktop Share

 **33%**
9.09% Variación vs 2023

Pages Per Visit

 **4.36**
-5.09% Variación vs 2023



Top 5: Travel

Travel > Agencia Online Travel (OTA)

RANKING

Retail

Servicios

Travel

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta 

Total E Commerce

Travel



38.79
VISITAS TOTALES
(miles de millones)

-3.87%
Variación
vs 2023

3%
SHARE TOTAL

-4.12%
Variación
vs 2023



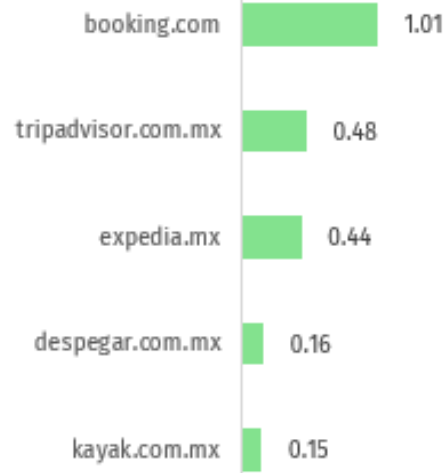
46%
Bounce Rate

3.16%
Variación
vs 2023



TOP 5 PLAYERS

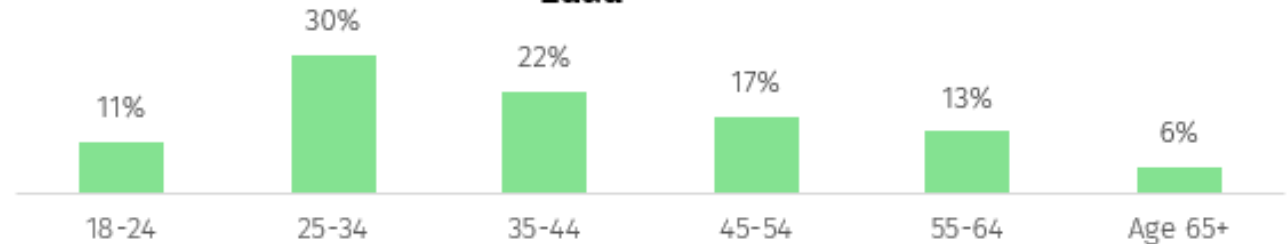
Visitas miles de millones



 **42%**

 **58%**

Edad



Visit Duration


00:04:03

Mobile Share



70%

-5.89%
Variación vs
2023

Desktop Share



30%

15.43%
Variación vs
2023

Pages Per Visit



4.61

11.04%
Variación vs
2023

RANKING

Retail

Servicios

Travel

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta 

Total E Commerce

Travel



23.99

13.67%
Variación
vs 2023

VISITAS TOTALES
(miles de millones)

13.37%
Variación
vs 2023

2%
SHARE TOTAL



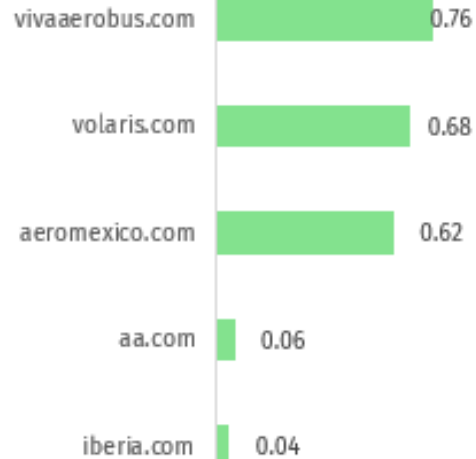
7.66%
Variación
vs 2023

42%
Bounce Rate



TOP 5 PLAYERS

Visitas miles de millones

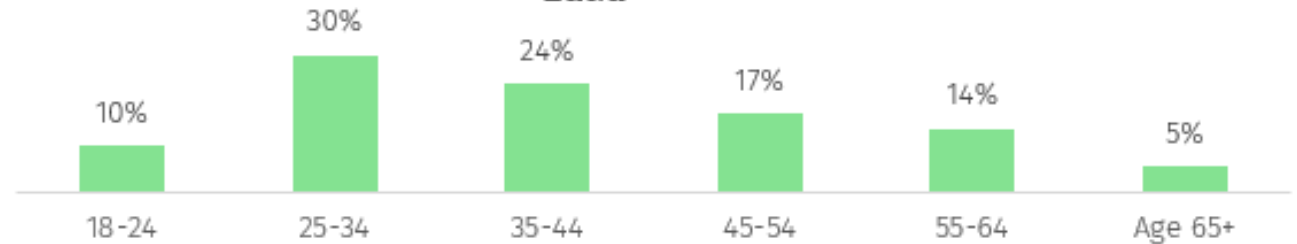


37%



63%

Edad



Visit Duration



00:04:43

Mobile Share



62%

-5.04%
Variación vs
2023

Desktop Share



38%

8.61%
Variación vs
2023

Pages Per Visit



5.10

-11.65%
Variación vs
2023

Travel > Transporte terrestre

RANKING

- Retail
- Servicios
- Travel**

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta 

Travel

Total E Commerce



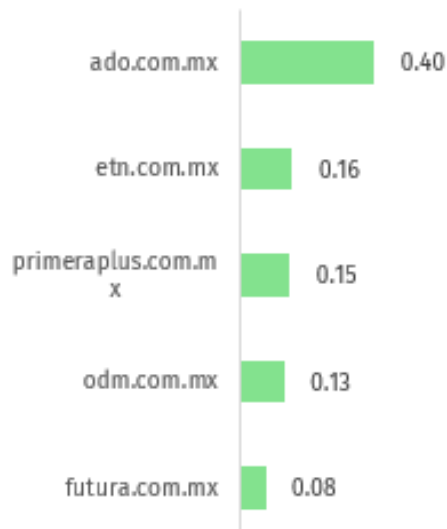
12.77 4.83% Variación vs 2023
VISITAS TOTALES
(miles de millones)

1% 4.55% Variación vs 2023
SHARE TOTAL

42% 8.48% Variación vs 2023
Bounce Rate

TOP 5 PLAYERS

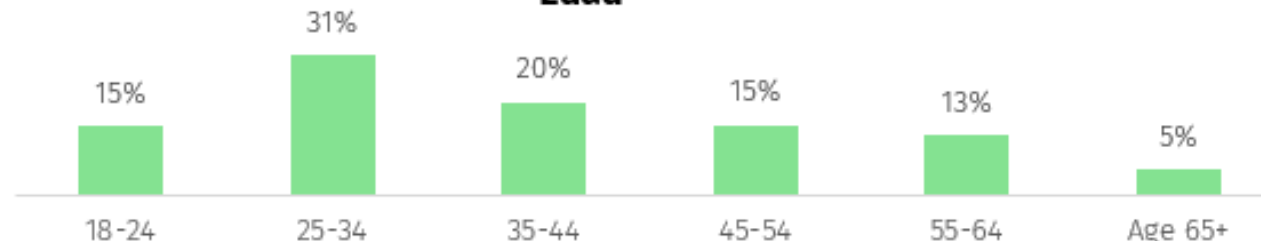
Visitas miles de millones



 **49%**

 **51%**

Edad



Visit Duration


00:04:03


Mobile Share

 **79%**
0.18% Variación vs 2023

Desktop Share

 **21%**
-0.69% Variación vs 2023

Pages Per Visit

 **4.39**
-7.03% Variación vs 2023

- RANKING**
- Retail
 - Servicios
 - Travel**

MES EVALUADO:
ENERO 2024

Barómetro Similarweb 2024

Indicadores de tráfico a través de la herramienta

Travel

Total E Commerce



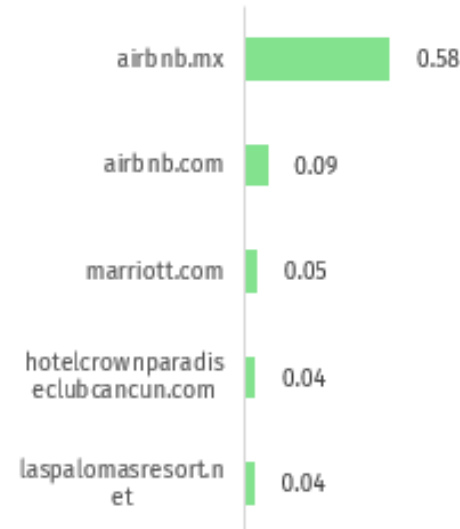
12.04
VISITAS TOTALES
(miles de millones)
-3.66%
Variación vs 2023

1%
SHARE TOTAL
-3.91%
Variación vs 2023

48%
Bounce Rate
1.75%
Variación vs 2023

TOP 5 PLAYERS

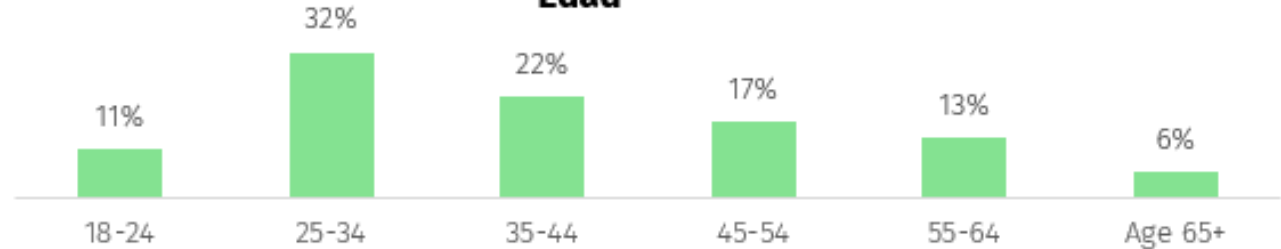
Visitas miles de millones



41%

59%

Edad



Visit Duration

00:03:09

Mobile Share



63%

-4.20%
Variación vs 2023

Desktop Share



37%

7.46%
Variación vs 2023

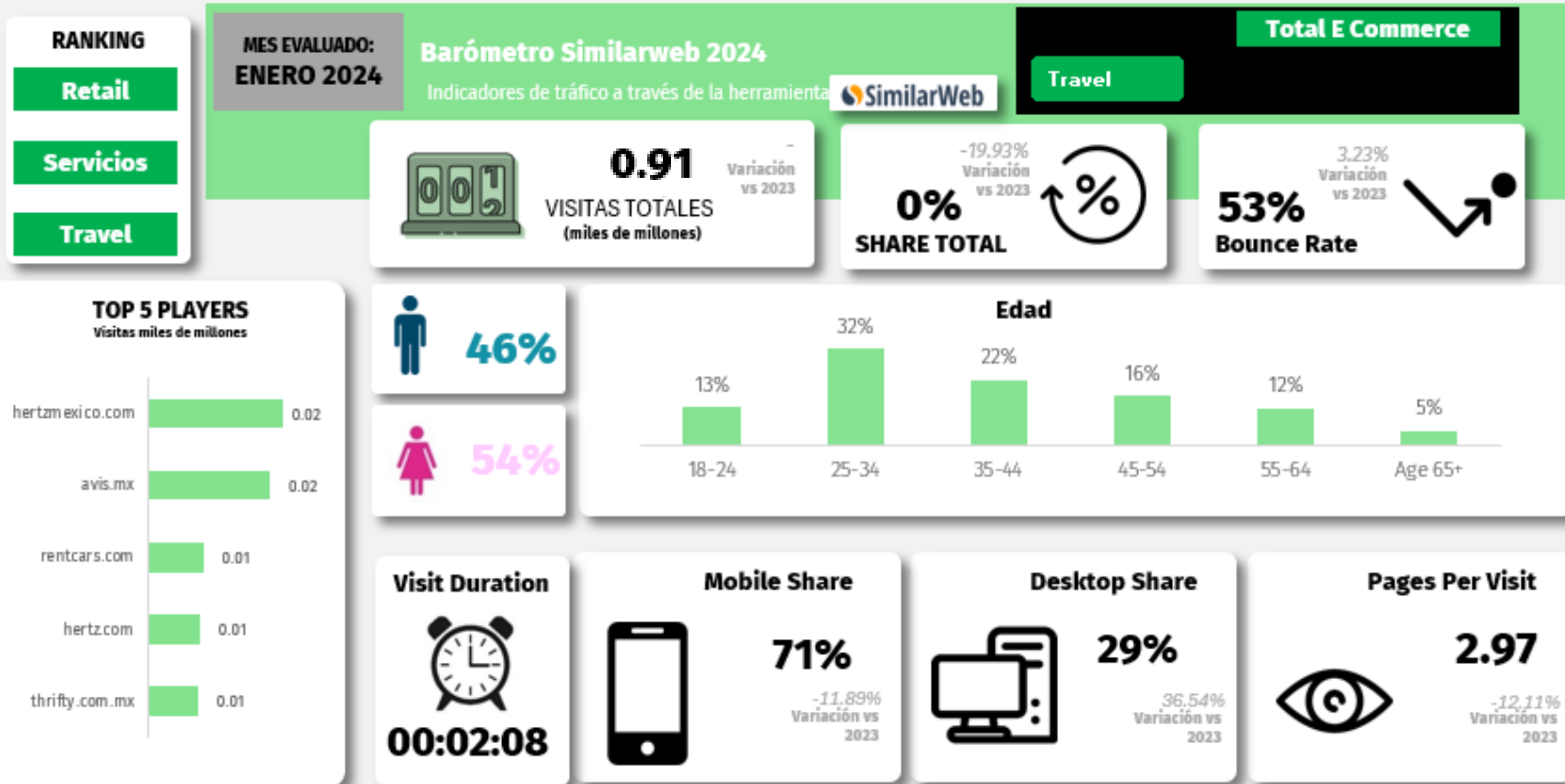
Pages Per Visit



3.93

-13.24%
Variación vs 2023

Travel > Renta de Autos



Ranking > Travel

	Domain	Traffic Share	MoM traffic change	Yearly Change	Desktop Share	Mobile Share	Visit Duration	Pages / Visit	Bounce Rate
1	booking.com	11.4%	8.3%	-23.0%	27.3%	72.7%	0:06:36	6.2	38.0%
2	vivaaerobus.com	8.6%	7.8%	6.1%	30.9%	69.1%	0:06:39	4.8	38.9%
3	volaris.com	7.7%	16.3%	3.1%	36.2%	63.8%	0:06:35	4.4	36.1%
4	aeromexico.com	7.0%	12.6%	44.6%	29.7%	70.3%	0:06:08	5.1	40.5%
5	airbnb.mx	6.5%	5.8%	12.6%	40.3%	59.7%	0:08:50	18.3	38.2%
6	tripadvisor.com.mx	5.4%	-0.1%	-13.8%	22.2%	77.8%	0:02:50	3.3	58.3%
7	expedia.mx	5.0%	38.8%	50.0%	22.5%	77.5%	0:04:59	5.7	40.3%
8	ado.com.mx	4.5%	-11.1%	10.3%	16.6%	83.4%	0:06:19	5.9	34.7%
9	despegar.com.mx	1.8%	-8.4%	-6.4%	28.7%	71.3%	0:05:09	5.4	40.4%
10	etn.com.mx	1.8%	-7.2%	29.1%	20.8%	79.2%	0:04:50	5.3	32.8%
11	primeraplus.com.mx	1.7%	-21.5%	8.8%	16.3%	83.7%	0:04:16	7.6	46.2%
12	kayak.com.mx	1.7%	2.8%	-9.4%	26.0%	74.0%	0:03:38	4.6	41.2%
13	trivago.com.mx	1.7%	-8.3%	-22.1%	12.9%	87.1%	0:04:44	2.9	40.7%
14	odm.com.mx	1.5%	-15.5%	13.2%	13.2%	86.8%	0:03:57	4.1	36.9%
15	busbud.com	1.4%	19.3%	47.4%	7.0%	93.0%	0:02:39	6.5	42.8%
16	reservamos.mx	1.4%	-27.2%	-19.7%	7.6%	92.4%	0:03:12	4.3	38.1%
17	clickbus.com.mx	1.2%	-3.4%	32.8%	7.2%	92.8%	0:02:41	3.2	38.9%
18	rome2rio.com	1.2%	16.8%	-15.2%	17.6%	82.4%	0:02:40	4.2	45.1%
19	hoteles.com	1.2%	3.1%	-26.2%	30.5%	69.5%	0:05:14	4.9	45.5%
20	tripadvisor.com	1.1%	19.3%	-17.8%	33.7%	66.3%	0:02:29	4.6	59.7%
21	skyscanner.com.mx	1.1%	24.8%	17.5%	42.9%	57.1%	0:03:42	7.2	54.0%
22	airbnb.com	1.0%	2.1%	-27.2%	60.7%	39.3%	0:06:46	16.1	41.1%
23	bestday.com.mx	0.9%	13.2%	-32.2%	32.0%	68.0%	0:05:39	6.3	44.4%
24	futura.com.mx	0.9%	-25.1%	-4.7%	11.8%	88.2%	0:03:13	3.7	30.9%
25	blablacar.mx	0.8%	-5.7%	52.7%	13.6%	86.4%	0:06:11	7.9	26.0%

	Domain	Traffic Share	MoM traffic change	Yearly Change	Desktop Share	Mobile Share	Visit Duration	Pages / Visit	Bounce Rate
26	xcaret.com	0.7%	18.4%	-8.2%	20.1%	79.9%	0:01:31	2.3	73.7%
27	aa.com	0.7%	28.8%	24.6%	38.9%	61.1%	0:07:31	6.1	46.9%
28	checkmybus.com.mx	0.7%	11.5%	-31.5%	12.9%	87.1%	0:02:01	2.1	47.6%
29	pricetravel.com	0.6%	-1.5%	-5.7%	26.5%	73.5%	0:04:46	3.7	46.1%
30	marriott.com	0.5%	-22.7%	22.5%	34.0%	66.0%	0:03:02	3.4	57.7%
31	estrellablanca.com.mx	0.5%	2.7%	-12.6%	17.6%	82.4%	0:04:05	3.6	38.0%
32	riu.com	0.5%	78.4%	8.1%	28.3%	71.7%	0:02:49	2.7	65.2%
33	iberia.com	0.5%	142.0%	-36.6%	29.7%	70.3%	0:02:56	4.7	56.7%
34	hotelcrownparadisecubcancun.com	0.5%	9.0%	6,201.3%	0.5%	99.5%	0:00:48	1.2	66.3%
35	united.com	0.4%	1.5%	19.6%	47.1%	52.9%	0:07:08	6.8	27.6%
36	laspalomasresort.net	0.4%	-4.9%	247.2%	0.3%	99.7%	0:03:23	2.3	64.8%
37	yavas.com	0.4%	2.7%	29.7%	24.9%	75.1%	0:17:52	4.7	51.9%
38	ihg.com	0.4%	-26.4%	4.1%	44.2%	55.8%	0:02:28	3.6	44.2%
39	expedia.com	0.4%	9.7%	3.6%	44.0%	56.0%	0:03:53	5.6	50.0%
40	copaair.com	0.4%	40.3%	239.9%	22.3%	77.7%	0:03:45	4.4	35.8%
41	kayak.com	0.4%	29.4%	15.0%	33.5%	66.5%	0:02:31	5.5	50.2%
42	barcelo.com	0.4%	52.6%	17.7%	29.6%	70.4%	0:03:33	4.0	60.2%
43	vrbo.com	0.4%	75.7%	-26.0%	46.6%	53.4%	0:05:42	6.5	55.2%
44	cloudbeds.com	0.4%	13.7%	63.4%	57.0%	43.0%	0:08:29	4.0	36.5%
45	skyscanner.com	0.3%	57.5%	1.6%	27.9%	72.1%	0:04:51	4.5	47.0%
46	transpais.com.mx	0.3%	15.6%	18.9%	10.1%	89.9%	0:02:42	4.2	46.5%
47	skyscanner.net	0.3%	35.7%	3.3%	14.2%	85.8%	0:01:30	4.2	43.8%
48	pricetravel.com.mx	0.3%	-25.8%	-50.0%	43.8%	56.2%	0:04:02	4.2	38.6%
49	estrellaroja.com.mx	0.3%	-9.4%	26.0%	19.1%	80.9%	0:03:06	3.8	46.1%
50	agoda.com	0.3%	1.7%	6.1%	36.1%	63.9%	0:03:59	5.0	35.3%

Ranking > Travel

	Domain	Traffic Share	MoM traffic change	Yearly Change	Desktop Share	Mobile Share	Visit Duration	Pages / Visit	Bounce Rate
51	volaris.mx	0.3%	-4.7%	-28.5%	23.2%	76.8%	0:01:16	1.5	85.2%
52	hilton.com	0.3%	-7.4%	-4.0%	46.7%	53.3%	0:03:38	4.7	40.7%
53	avianca.com	0.3%	-8.5%	32.4%	31.6%	68.4%	0:04:42	4.9	36.8%
54	costaline.com.mx	0.2%	-29.3%	-14.7%	17.7%	82.3%	0:04:57	9.3	39.0%
55	southwest.com	0.2%	38.4%	33.5%	31.4%	68.6%	0:02:59	5.6	46.2%
56	hostelworld.com	0.2%	2.4%	-13.7%	30.4%	69.6%	0:03:54	6.2	43.0%
57	tufesa.com.mx	0.2%	-12.7%	50.9%	31.4%	68.6%	0:04:29	3.6	47.6%
58	hoteleskinky.com	0.2%	22.3%	64.0%	9.6%	90.4%	0:02:50	4.0	41.5%
59	aircanada.com	0.2%	7.9%	-26.8%	46.8%	53.2%	0:08:19	10.1	39.0%
60	delta.com	0.2%	-4.6%	8.3%	42.3%	57.7%	0:04:40	6.8	32.7%
61	hyatt.com	0.2%	12.0%	19.5%	46.3%	53.7%	0:02:29	4.4	41.7%
62	airfrance.com.mx	0.2%	12.2%	98.9%	27.5%	72.5%	0:02:38	2.9	46.1%
63	cataloniahotels.com	0.2%	-5.8%	-52.2%	3.5%	96.5%	0:02:08	5.2	75.5%
64	latamairlines.com	0.2%	-38.2%	-66.7%	31.3%	68.7%	0:13:01	11.2	21.5%
65	alaskaair.com	0.2%	10.2%	37.8%	32.2%	67.8%	0:06:03	4.9	36.5%
66	autobusesmexico.com	0.2%	57.0%	-23.4%	9.1%	90.9%	0:01:09	1.8	63.7%
67	momondo.mx	0.1%	-0.6%	-30.2%	27.1%	72.9%	0:02:22	5.3	28.5%
68	gruposenda.com	0.1%	-4.3%	-3.5%	20.6%	79.4%	0:03:07	2.5	45.8%
69	grupoado.com.mx	0.1%	-19.0%	52.2%	70.7%	29.3%	0:04:40	5.5	22.7%
70	posadas.com	0.1%	-6.6%	19.6%	48.7%	51.3%	0:02:13	2.6	49.1%
71	ticket.gruposenda.com	0.1%	-6.0%	-6.1%	17.4%	82.6%	0:02:54	2.5	52.5%
72	choicehotels.com	0.1%	7.6%	86.1%	18.4%	81.6%	0:03:11	3.3	37.2%
73	fiestainn.com	0.1%	12.1%	54.6%	40.4%	59.6%	0:02:31	2.6	53.6%
74	lufthansa.com	0.1%	-20.4%	36.4%	32.5%	67.5%	0:04:39	6.8	27.6%
75	zonaturistica.com	0.1%	-11.0%	-42.4%	43.1%	56.9%	0:03:38	3.2	50.8%

	Domain	Traffic Share	MoM traffic change	Yearly Change	Desktop Shre	Mobile Share	Visit Duration	Pages / Visit	Bounce Rate
76	busolinea.com.mx	0.1%	-15.4%	16.2%	12.2%	87.8%	0:02:55	1.4	75.8%
77	onehoteles.com	0.1%	44.6%	156.6%	36.2%	63.8%	0:01:50	4.1	49.8%
78	royaltonresorts.com	0.1%	21.4%	-13.0%	4.2%	95.8%	0:00:05	1.9	80.6%
79	aeromexicovacations.com	0.1%	23.2%	38.7%	80.5%	19.5%	0:07:24	6.1	50.0%
80	lasbrisashotels.com.mx	0.1%	232.5%	192.7%	21.1%	78.9%	0:01:05	2.1	56.3%
81	guestreservations.com	0.1%	20.9%	-7.3%	39.8%	60.2%	0:01:43	2.8	47.0%
82	melia.com	0.1%	5.0%	24.1%	26.2%	73.8%	0:01:32	3.2	39.8%
83	sandos.com	0.1%	61.2%	67.6%	24.6%	75.4%	0:02:37	3.1	34.1%
84	palaceresorts.com	0.1%	10.8%	65.7%	56.6%	43.4%	0:02:41	3.9	47.4%
85	couchsurfing.com	0.1%	3.4%	26.4%	45.6%	54.4%	0:04:28	7.3	36.1%
86	chihuahuenses.com.mx	0.1%	-13.1%	-29.2%	19.0%	81.0%	0:02:59	3.6	41.2%
87	wyndhamhotels.com	0.1%	0.5%	27.7%	27.3%	72.7%	0:01:45	2.5	48.4%
88	trivago.com	0.1%	-11.0%	6.3%	25.0%	75.0%	0:03:14	3.2	49.2%
89	decameron.com	0.1%	5.0%	37.9%	11.0%	89.0%	0:02:26	2.4	55.8%
90	tarmexico.com	0.1%	-3.2%	-23.8%	51.4%	48.6%	0:03:26	3.0	39.3%
91	tap.com.mx	0.1%	-19.7%	-42.7%	21.3%	78.7%	0:04:37	3.4	43.6%
92	bahia-principe.com	0.1%	44.3%	-13.0%	19.8%	80.2%	0:01:08	3.1	59.2%
93	fiestamericana.com	0.1%	17.7%	-33.3%	30.6%	69.4%	0:01:23	2.4	59.3%
94	hotelesemporio.com	0.1%	74.4%	69.9%	42.2%	57.8%	0:01:12	2.0	63.9%
95	chepe.mx	0.1%	-25.1%	5.1%	29.3%	70.7%	0:02:28	4.0	48.0%
96	jetblue.com	0.1%	9.9%	75.8%	39.3%	60.7%	0:05:11	6.3	36.6%
97	klm.com.mx	0.1%	10.2%	5.1%	54.6%	45.4%	0:02:26	5.0	39.2%
98	emirates.com	0.1%	16.6%	-23.6%	45.8%	54.2%	0:04:41	5.2	33.2%
99	alltrabyplaya.com	0.1%	-34.9%	-65.5%	1.2%	98.8%	0:04:59	4.5	12.8%
100	oasishoteles.com	0.1%	21.7%	38.7%	33.5%	66.5%	0:02:32	2.7	43.4%

Gracias.



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