

Mexico Digital Video Content Market Size, Share, Trends and Forecast by Business Model, Type, Device, and Region, 2026-2034

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Abstracts

The Mexico digital video content market size reached USD 3.5 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 8.3 Billion by 2034, exhibiting a growth rate (CAGR) of 9.57% during 2026-2034. The market is witnessing significant growth driven by rising streaming platform adoption, AVOD growth, and increasing mobile video consumption. AI-driven personalization and regional content investments are enhancing viewer engagement, shaping a dynamic market outlook with strong future growth potential.

MEXICO DIGITAL VIDEO CONTENT MARKET TRENDS:

Rising Adoption of AVOD (Ad-Supported Video on Demand)

The adoption of AVOD (Ad-Supported Video on Demand) is rapidly growing in Mexico as viewers seek free access to high-quality digital content. The Mexico digital video content market share is expanding as streaming platforms introduce AVOD models to attract cost-conscious consumers. With rising internet penetration and mobile accessibility, audiences are increasingly shifting toward ad-supported platforms like YouTube, Pluto TV and Vix, which offer diverse content without subscription fees. Global streaming giants are increasingly embracing AVOD models to diversify revenue streams and attract a broader audience. For instance, in September 2023, Amazon Prime Video announced its plans to launch advertising in Mexico and other key markets by late 2024. While ad-supported streaming will start in early 2024 for the US, UK, Germany and Canada, subscribers globally can pay to avoid ads. This move aims to offset rising production costs amidst increased competition. Advertisers are also leveraging this trend by investing in targeted video ads enhancing revenue opportunities

for streaming services. Additionally, global and regional streaming providers are integrating AI-driven ad placements to improve user engagement and optimize ad effectiveness. As consumer preferences evolve and advertising strategies become more sophisticated, AVOD is expected to play a key role in shaping the future of digital video consumption, further strengthening the market.

Expanding Mobile Video Consumption

The expansion of mobile video consumption in Mexico is accelerating as affordable data plans and increasing smartphone penetration drive digital content streaming. The Mexico digital video content market growth is fueled by improved 4G and 5G connectivity, enabling seamless access to high-quality video on mobile devices. Platforms like YouTube, TikTok, and Netflix are optimizing content for mobile users, offering adaptive streaming and offline viewing options to enhance user experience. The rapid digitalization of Mexico is significantly boosting mobile video consumption, with increasing internet and smartphone penetration driving content accessibility. According to industry reports, in early 2024, Mexico reported 107.3 million internet users, representing an 83.2% penetration rate. Social media usage reached 90.20 million users or 70.0% of the population. Additionally, there were 125.4 million mobile connections, equivalent to 97.3% of the total population, highlighting significant digital engagement in the country. Additionally, short-form videos and live streaming have gained popularity, particularly among younger audiences, reshaping content consumption trends. Telecom providers are also partnering with streaming services to offer bundled subscriptions, further promoting mobile-based viewing. As mobile internet accessibility improves and content providers invest in localized, mobile-friendly offerings, mobile video consumption will continue to surge, playing a crucial role in shaping the Mexico digital video content market outlook in the coming years.

MEXICO DIGITAL VIDEO CONTENT MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the regional level for 2026-2034. Our report has categorized the market based on business model, type, and device.

Business Model Insights:

Subscription

Advertising

Download-To-Own (DTO)

Others

The report has provided a detailed breakup and analysis of the market based on the business model. This includes subscription, advertising, download-to-own (DTO), and others.

Type Insights:

Video-On-Demand (VOD)

Online Video

A detailed breakup and analysis of the market based on the type have also been provided in the report. This includes video-on-demand (VOD) and online video.

Device Insights:

Laptop

PC

Mobile

Others

A detailed breakup and analysis of the market based on the device have also been provided in the report. This includes laptop, PC, mobile, and others.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico digital video content market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico digital video content market on the basis of business model?

What is the breakup of the Mexico digital video content market on the basis of type?

What is the breakup of the Mexico digital video content market on the basis of device?

What is the breakup of the Mexico digital video content market on the basis of region?

What are the various stages in the value chain of the Mexico digital video content market?

What are the key driving factors and challenges in the Mexico digital video content market?

What is the structure of the Mexico digital video content market and who are the key players?

What is the degree of competition in the Mexico digital video content market?

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