

Mexico Mobile Advertising Market Size, Share, Trends and Forecast by Segment, and Region, 2026-2034

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Abstracts

The Mexico mobile advertising market size reached USD 3.8 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 9.1 Billion by 2034, exhibiting a growth rate (CAGR) of 9.79% during 2026-2034 . The market is expanding due to rising smartphone penetration, increased internet accessibility, and growing digital ad spending. The popularity of social media, video streaming, and mobile gaming fuels the demand for targeted ads. Additionally, programmatic advertising and AI-driven optimization enhance ad efficiency, while brands prioritize engagement through rewarded and in-game ad formats.

MEXICO MOBILE ADVERTISING MARKET TRENDS:

Rapid Growth of Programmatic Advertising in Mexico

The significant shift toward programmatic advertising, driven by increased smartphone penetration and improved digital infrastructure is favoring the Mexico mobile advertising market growth. 94% of internet users in Mexico are connected to the web through smart devices at home. In 2023, 81.2% of the population used the Internet, up 9.7 percentage points since 2020, which points to progress in the digital inclusion of the population. The data highlights significant opportunities for mobile advertisers as digital engagement grows across rural and urban centers. Programmatic ad spending in Mexico is projected to grow, as brands leverage data-driven targeting to reach consumers more efficiently. With programmatic platforms enabling real-time bidding (RTB) and AI-powered audience segmentation, advertisers can deliver personalized ads on a scale. This trend is further fueled by the rise of connected TV (CTV) and over-the-top (OTT) platforms, which integrate programmatic mobile ads into video content. Additionally, local businesses and global brands are adopting demand-side platforms

(DSPs) to optimize ad spending, thereby reducing wasted impressions. As privacy regulations transform, programmatic solutions that prioritize first-party data and contextual targeting will gain traction, creating a positive Mexico mobile advertising market outlook.

Increasing Adoption of In-Game and Rewarded Mobile Ads

In-game advertising and rewarded ads are emerging as key trends in Mexico's mobile advertising market, particularly due to the country's growing mobile gaming industry. With numerous internet users engaging in mobile gaming, brands are capitalizing on this captive audience through non-intrusive ad formats such as playable ads and rewarded videos. These formats offer value-exchange incentives, such as in-game currency or premium content, leading to higher engagement rates compared to traditional banner ads. The growth of hyper-casual games, popular among Mexican users, provides ample opportunities for advertisers to integrate seamless ad placements. Furthermore, advancements in ad tech allow for precise targeting based on user behavior, enhancing campaign performance. As mobile gaming continues to expand, especially among younger demographics, advertisers are increasing investments in in-game ads, making it one of the fastest-growing segments in Mexico's mobile advertising ecosystem. Therefore, this is further expanding the Mexico mobile advertising market share. The gaming market in Mexico registered a value of USD 2.56 Billion in 2023, with a penetration of 78.4%, marking the highest score in Latin America. Around 69% of adults in Mexico participate in mobile gaming, with top apps such as Free Fire and Roblox leading the rankings. With 60% of gamers falling within the 20–39 age bracket, Mexico presents significant opportunities for mobile advertising within a swiftly growing digital landscape.

MEXICO MOBILE ADVERTISING MARKET SEGMENTATION:

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

Segment Insights:

Search

Display

Video

Social Media

Websites

Others

The report has provided a detailed breakup and analysis of the market based on the segment. This includes search, display, video, social media, websites, 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 mobile advertising market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico mobile advertising market on the basis of segment?

What is the breakup of the Mexico mobile advertising market on the basis of region?

What are the various stages in the value chain of the Mexico mobile advertising market?

What are the key driving factors and challenges in the Mexico mobile advertising market?

What is the structure of the Mexico mobile advertising market and who are the key players?

What is the degree of competition in the Mexico mobile advertising market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 MEXICO MOBILE ADVERTISING MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 MEXICO MOBILE ADVERTISING MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 MEXICO MOBILE ADVERTISING MARKET - BREAKUP BY SEGMENT

- 6.1 Search
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Display
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Video

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Social Media

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.5 Websites

6.5.1 Overview

6.5.2 Historical and Current Market Trends (2020-2025)

6.5.3 Market Forecast (2026-2034)

6.6 Others

6.6.1 Historical and Current Market Trends (2020-2025)

6.6.2 Market Forecast (2026-2034)

7 MEXICO MOBILE ADVERTISING MARKET – BREAKUP BY REGION

7.1 Northern Mexico

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Breakup by Segment

7.1.4 Key Players

7.1.5 Market Forecast (2026-2034)

7.2 Central Mexico

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Breakup by Segment

7.2.4 Key Players

7.2.5 Market Forecast (2026-2034)

7.3 Southern Mexico

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Breakup by Segment

7.3.4 Key Players

7.3.5 Market Forecast (2026-2034)

7.4 Others

7.4.1 Historical and Current Market Trends (2020-2025)

7.4.2 Market Forecast (2026-2034)

8 MEXICO MOBILE ADVERTISING MARKET – COMPETITIVE LANDSCAPE

8.1 Overview

8.2 Market Structure

8.3 Market Player Positioning

8.4 Top Winning Strategies

8.5 Competitive Dashboard

8.6 Company Evaluation Quadrant

9 PROFILES OF KEY PLAYERS

9.1 Company A

9.1.1 Business Overview

9.1.2 Services Offered

9.1.3 Business Strategies

9.1.4 SWOT Analysis

9.1.5 Major News and Events

9.2 Company B

9.2.1 Business Overview

9.2.2 Services Offered

9.2.3 Business Strategies

9.2.4 SWOT Analysis

9.2.5 Major News and Events

9.3 Company C

9.3.1 Business Overview

9.3.2 Services Offered

9.3.3 Business Strategies

9.3.4 SWOT Analysis

9.3.5 Major News and Events

9.4 Company D

9.4.1 Business Overview

9.4.2 Services Offered

9.4.3 Business Strategies

9.4.4 SWOT Analysis

9.4.5 Major News and Events

9.5 Company E

9.5.1 Business Overview

- 9.5.2 Services Offered
- 9.5.3 Business Strategies
- 9.5.4 SWOT Analysis
- 9.5.5 Major News and Events

10 MEXICO MOBILE ADVERTISING MARKET - INDUSTRY ANALYSIS

- 10.1 Drivers, Restraints, and Opportunities
 - 10.1.1 Overview
 - 10.1.2 Drivers
 - 10.1.3 Restraints
 - 10.1.4 Opportunities
- 10.2 Porters Five Forces Analysis
 - 10.2.1 Overview
 - 10.2.2 Bargaining Power of Buyers
 - 10.2.3 Bargaining Power of Suppliers
 - 10.2.4 Degree of Competition
 - 10.2.5 Threat of New Entrants
 - 10.2.6 Threat of Substitutes
- 10.3 Value Chain Analysis

11 APPENDIX

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