

Mexico Mobile Phone Insurance Market Size, Share, Trends and Forecast by Phone Type, Coverage, Distribution Channel, End User, and Region, 2026-2034

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Abstracts

The Mexico mobile phone insurance market size reached USD 655.5 Million in 2025 . Looking forward, IMARC Group expects the market to reach USD 1,317.5 Million by 2034 , exhibiting a growth rate (CAGR) of 7.82% during 2026-2034 . Rising smartphone penetration, increasing incidents of device theft and damage, growing awareness about financial protection, digital transformation in insurance services, and strategic collaborations between telecom providers and insurers are among the key factors driving the Mexico mobile phone insurance market.

MEXICO MOBILE PHONE INSURANCE MARKET TRENDS:

Increasing Dependence on Mobile Devices

Since mobile phones have become integral tools for communication, work, entertainment, and everyday use, their significance in individuals' lives is indispensable. With the growing dependency on smartphones for a variety of purposes, including financial management, work-related tasks, and entertainment, these devices have become an intrinsic part of consumers' daily lives. This high reliance on mobile phones enhances the fear of damage or loss. Therefore, consumers are more likely to secure their precious devices through mobile phone insurance, particularly when the cost of repairing or replacing a top-of-the-line smartphone is substantial. As such, the swift uptake of smartphones in Mexico, fueled by technological innovation and affordability, has resulted in a boom in mobile phone ownership, driving the need for insurance policies that cover these phones against accidents, theft, and technical faults.

Growing Consumer Awareness of Insurance Products

Change in consumer behavior towards gaining an understanding and pursuing insurance coverage is another major driver of the Mexico mobile phone insurance market. In recent years, there has been a significant rise in awareness regarding the need to insure personal assets, especially high-value ones like mobile phones. Consumers are better informed about the various insurance products available, the value of comprehensive coverage, and the peace of mind it offers in the event of device loss or damage. This has been fueled by advertising campaigns, media reports, and the presence of insurance products through mobile carriers and retailers. In line with this, as Mexican consumers grow more financially literate, they are looking at mobile phone insurance as a smart investment, rather than an optional add-on. This increased awareness is also bolstered by the rising number of mobile phone plans that offer insurance coverage as part of the deal, making it more convenient and attractive to a broader market.

MEXICO MOBILE PHONE INSURANCE MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the region/country level for 2026-2034. Our report has categorized the market based on phone type, coverage, distribution channel, and end user.

Phone Type Insights:

New Phone

Refurbished

The report has provided a detailed breakup and analysis of the market based on the phone type. This includes new phone and refurbished.

Coverage Insights:

Physical Damage

Electronic Damage

Virus Protection

Data Protection

Theft Protection

A detailed breakup and analysis of the market based on the coverage have also been provided in the report. This includes physical damage, electronic damage, virus protection, data protection, and theft protection.

Distribution Channel Insights:

Mobile Operators

Device OEMs

Retailers

Online

Others

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes mobile operators, device OEMs, retailers, online, and others.

End User Insights:

Corporate

Personal

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes corporate and personal.

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 phone insurance market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico mobile phone insurance market on the basis of phone type?

What is the breakup of the Mexico mobile phone insurance market on the basis of coverage?

What is the breakup of the Mexico mobile phone insurance market on the basis of distribution channel?

What is the breakup of the Mexico mobile phone insurance market on the basis of end user?

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

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

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

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

What is the degree of competition in the Mexico mobile phone insurance 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 PHONE INSURANCE MARKET - INTRODUCTION

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

5 MEXICO MOBILE PHONE INSURANCE MARKET LANDSCAPE

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

6 MEXICO MOBILE PHONE INSURANCE MARKET - BREAKUP BY PHONE TYPE

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

6.2.3 Market Forecast (2026-2034)

7 MEXICO MOBILE PHONE INSURANCE MARKET - BREAKUP BY COVERAGE

7.1 Physical Damage

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Electronic Damage

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Virus Protection

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Data Protection

7.4.1 Overview

7.4.2 Historical and Current Market Trends (2020-2025)

7.4.3 Market Forecast (2026-2034)

7.5 Theft Protection

7.5.1 Overview

7.5.2 Historical and Current Market Trends (2020-2025)

7.5.3 Market Forecast (2026-2034)

8 MEXICO MOBILE PHONE INSURANCE MARKET - BREAKUP BY DISTRIBUTION CHANNEL

8.1 Mobile Operators

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Device OEMs

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Retailers

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

8.4 Online

8.4.1 Overview

8.4.2 Historical and Current Market Trends (2020-2025)

8.4.3 Market Forecast (2026-2034)

8.5 Others

8.5.1 Historical and Current Market Trends (2020-2025)

8.5.2 Market Forecast (2026-2034)

9 MEXICO MOBILE PHONE INSURANCE MARKET - BREAKUP BY END USER

9.1 Corporate

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 Personal

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

10 MEXICO MOBILE PHONE INSURANCE MARKET – BREAKUP BY REGION

10.1 Northern Mexico

10.1.1 Overview

10.1.2 Historical and Current Market Trends (2020-2025)

10.1.3 Market Breakup by Phone Type

10.1.4 Market Breakup by Coverage

10.1.5 Market Breakup by Distribution Channel

10.1.6 Market Breakup by End User

10.1.7 Key Players

10.1.8 Market Forecast (2026-2034)

10.2 Central Mexico

10.2.1 Overview

10.2.2 Historical and Current Market Trends (2020-2025)

10.2.3 Market Breakup by Phone Type

10.2.4 Market Breakup by Coverage

10.2.5 Market Breakup by Distribution Channel

10.2.6 Market Breakup by End User

10.2.7 Key Players

- 10.2.8 Market Forecast (2026-2034)
- 10.3 Southern Mexico
 - 10.3.1 Overview
 - 10.3.2 Historical and Current Market Trends (2020-2025)
 - 10.3.3 Market Breakup by Phone Type
 - 10.3.4 Market Breakup by Coverage
 - 10.3.5 Market Breakup by Distribution Channel
 - 10.3.6 Market Breakup by End User
 - 10.3.7 Key Players
 - 10.3.8 Market Forecast (2026-2034)
- 10.4 Others
 - 10.4.1 Historical and Current Market Trends (2020-2025)
 - 10.4.2 Market Forecast (2026-2034)

11 MEXICO MOBILE PHONE INSURANCE MARKET – COMPETITIVE LANDSCAPE

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard
- 11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

- 12.1 Company A
 - 12.1.1 Business Overview
 - 12.1.2 Services Offered
 - 12.1.3 Business Strategies
 - 12.1.4 SWOT Analysis
 - 12.1.5 Major News and Events
- 12.2 Company B
 - 12.2.1 Business Overview
 - 12.2.2 Services Offered
 - 12.2.3 Business Strategies
 - 12.2.4 SWOT Analysis
 - 12.2.5 Major News and Events
- 12.3 Company C
 - 12.3.1 Business Overview

- 12.3.2 Services Offered
- 12.3.3 Business Strategies
- 12.3.4 SWOT Analysis
- 12.3.5 Major News and Events
- 12.4 Company D
 - 12.4.1 Business Overview
 - 12.4.2 Services Offered
 - 12.4.3 Business Strategies
 - 12.4.4 SWOT Analysis
 - 12.4.5 Major News and Events
- 12.5 Company E
 - 12.5.1 Business Overview
 - 12.5.2 Services Offered
 - 12.5.3 Business Strategies
 - 12.5.4 SWOT Analysis
 - 12.5.5 Major News and Events

13 MEXICO MOBILE PHONE INSURANCE MARKET - INDUSTRY ANALYSIS

- 13.1 Drivers, Restraints, and Opportunities
 - 13.1.1 Overview
 - 13.1.2 Drivers
 - 13.1.3 Restraints
 - 13.1.4 Opportunities
- 13.2 Porters Five Forces Analysis
 - 13.2.1 Overview
 - 13.2.2 Bargaining Power of Buyers
 - 13.2.3 Bargaining Power of Suppliers
 - 13.2.4 Degree of Competition
 - 13.2.5 Threat of New Entrants
 - 13.2.6 Threat of Substitutes
- 13.3 Value Chain Analysis

14 APPENDIX

I would like to order

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