

Mexico OTT Platform Market Size, Share, Trends and Forecast by Revenue Model, Content Type, Streaming Device, User Type, Service Vertical, and Region, 2026-2034

<https://marketpublishers.com/r/M71035893CD7EN.html>

Date: June 2026

Pages: 119

Price: US\$ 2,999.00 (Single User License)

ID: M71035893CD7EN

Abstracts

The Mexico OTT platform market size reached USD 4.1 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 15.6 Billion by 2034 , exhibiting a growth rate (CAGR) of 15.47% during 2026-2034 . The increasing internet penetration, rising smartphone adoption, affordable subscription models, a surge in demand for localized and international digital content, an expanding young, tech-savvy population, and strategic partnerships between telecom providers and global streaming services are some of the key factors propelling the market forward.

MEXICO OTT PLATFORM MARKET TRENDS:

Increasing Internet Penetration and Smartphone Adoption

The rapid rise in internet penetration and smartphone adoption has significantly fueled the expansion of OTT platforms in Mexico. By 2023, the country had over 80 million internet users, around 70% of the population, with mobile internet accounting for 80% of total usage. This widespread digital connectivity has opened the door for streaming services to reach broader audiences. As one of Latin America's fastest-growing mobile markets, Mexico saw smartphone penetration exceed 90% by 2024, driven by the availability of affordable devices that make accessing OTT content via mobile apps and browsers more convenient than ever. This surge in mobile video consumption is set to continue as digital infrastructure improves. Investments in 5G networks and high-speed broadband are enhancing streaming quality, enabling platforms to offer high-resolution formats such as 4K and HDR. These advancements are empowering both global giants

like Netflix and Amazon Prime and regional services such as Blim TV and Claro Video to scale rapidly, meeting the growing demand for high-quality, on-the-go entertainment experiences across the country.

Demand for Localized and International Content

Another key driver of Mexico's booming OTT market is the growing demand for both localized and international content, reflecting the country's diverse cultural landscape and language preferences. The majority of OTT users in Mexico prefer content in Spanish, significantly boosting the popularity of regional films, series, and news programming. Recognizing this trend, major platforms like Netflix, Disney+, and Amazon Prime have ramped up investments in local content production, Netflix alone produced over 50 original Mexican titles by 2023, while Disney+ launched regional hits like "El Juego de las Llaves" and "La Casa de las Flores". Simultaneously, international content, especially from the U.S. and South Korea, continues to gain traction, particularly among younger viewers drawn to American TV series and K-dramas. Offering a diverse content library has become a critical strategy for OTT platforms, as it broadens their appeal and accelerates subscription growth across demographic segments.

MEXICO OTT PLATFORM 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 revenue model, content type, streaming device, user type, and service vertical.

Revenue Model Insights:

Subscription Based

Advertising Based

Transaction Based

Others

The report has provided a detailed breakup and analysis of the market based on the

Mexico OTT Platform Market Size, Share, Trends and Forecast by Revenue Model, Content Type, Streaming Device,...

revenue model. This includes subscription based, advertising based, transaction based, and others.

Content Type Insights:

Video

Entertainment and Infotainment

Food, Travel and Fashion

Sports Content

Audio/VoIP

Online Gaming

Music Streaming

Communication

Others

A detailed breakup and analysis of the market based on the content type have also been provided in the report. This includes video (entertainment and infotainment, food, travel and fashion, and sports content), audio/VoIP, online gaming, music streaming, communication, and others.

Streaming Device Insights:

Smartphones and Tablets

Desktops and Laptops

Smart TV's and Set-Top Box

Gaming Console

Others

The report has provided a detailed breakup and analysis of the market based on the streaming device. This includes smartphones and tablets, desktops and laptops, smart TV's and set-top box, gaming console, and others.

User Type Insights:

Personal

Commercial

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

Service Vertical Insights:

Media and Entertainment

Education and Learning

Gaming

Health and Fitness

IT and Telecom

E-commerce

Others

A detailed breakup and analysis of the market based on the service vertical have also been provided in the report. This includes media and entertainment, education and learning, gaming, health and fitness, IT and telecom, e-commerce, 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 OTT platform market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico OTT platform market on the basis of revenue model?

What is the breakup of the Mexico OTT platform market on the basis of content type?

What is the breakup of the Mexico OTT platform market on the basis of streaming device?

What is the breakup of the Mexico OTT platform market on the basis of user type?

What is the breakup of the Mexico OTT platform market on the basis of service vertical?

What is the breakup of the Mexico OTT platform market on the basis of region?

What are the various stages in the value chain of the Mexico OTT platform market?

What are the key driving factors and challenges in the Mexico OTT platform market?

What is the structure of the Mexico OTT platform market and who are the key players?

What is the degree of competition in the Mexico OTT platform 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 OTT PLATFORM MARKET - INTRODUCTION

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

5 MEXICO OTT PLATFORM MARKET LANDSCAPE

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

6 MEXICO OTT PLATFORM MARKET - BREAKUP BY REVENUE MODEL

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

6.2.3 Market Forecast (2026-2034)

6.3 Transaction Based

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Others

6.4.1 Historical and Current Market Trends (2020-2025)

6.4.2 Market Forecast (2026-2034)

7 MEXICO OTT PLATFORM MARKET - BREAKUP BY CONTENT TYPE

7.1 Video

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Segmentation

7.1.3.1 Entertainment and Infotainment

7.1.3.2 Food, Travel and Fashion

7.1.3.3 Sports Content

7.1.4 Market Forecast (2026-2034)

7.2 Audio/ VoIP

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Online Gaming

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Music Streaming

7.4.1 Overview

7.4.2 Historical and Current Market Trends (2020-2025)

7.4.3 Market Forecast (2026-2034)

7.5 Communication

7.5.1 Overview

7.5.2 Historical and Current Market Trends (2020-2025)

7.5.3 Market Forecast (2026-2034)

7.6 Others

7.6.1 Historical and Current Market Trends (2020-2025)

7.6.2 Market Forecast (2026-2034)

8 MEXICO OTT PLATFORM MARKET - BREAKUP BY STREAMING DEVICE

8.1 Smartphones and Tablets

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Desktops and Laptops

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Smart TV's and Set-Top Box

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

8.4 Gaming Console

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 OTT PLATFORM MARKET - BREAKUP BY USER TYPE

9.1 Personal

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 Commercial

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

10 MEXICO OTT PLATFORM MARKET - BREAKUP BY SERVICE VERTICAL

10.1 Media and Entertainment

10.1.1 Overview

10.1.2 Historical and Current Market Trends (2020-2025)

10.1.3 Market Forecast (2026-2034)

10.2 Education and Learning

10.2.1 Overview

10.2.2 Historical and Current Market Trends (2020-2025)

10.2.3 Market Forecast (2026-2034)

10.3 Gaming

10.3.1 Overview

10.3.2 Historical and Current Market Trends (2020-2025)

10.3.3 Market Forecast (2026-2034)

10.4 Health and Fitness

10.4.1 Overview

10.4.2 Historical and Current Market Trends (2020-2025)

10.4.3 Market Forecast (2026-2034)

10.5 IT and Telecom

10.5.1 Overview

10.5.2 Historical and Current Market Trends (2020-2025)

10.5.3 Market Forecast (2026-2034)

10.6 E-commerce

10.6.1 Overview

10.6.2 Historical and Current Market Trends (2020-2025)

10.6.3 Market Forecast (2026-2034)

10.7 Others

10.7.1 Historical and Current Market Trends (2020-2025)

10.7.2 Market Forecast (2026-2034)

11 MEXICO OTT PLATFORM MARKET – BREAKUP BY REGION

11.1 Northern Mexico

11.1.1 Overview

11.1.2 Historical and Current Market Trends (2020-2025)

11.1.3 Market Breakup by Revenue Model

11.1.4 Market Breakup by Content Type

11.1.5 Market Breakup by Streaming Device

11.1.6 Market Breakup by User Type

11.1.7 Market Breakup by Service Vertical

11.1.8 Key Players

11.1.9 Market Forecast (2026-2034)

11.2 Central Mexico

11.2.1 Overview

11.2.2 Historical and Current Market Trends (2020-2025)

- 11.2.3 Market Breakup by Revenue Model
- 11.2.4 Market Breakup by Content Type
- 11.2.5 Market Breakup by Streaming Device
- 11.2.6 Market Breakup by User Type
- 11.2.7 Market Breakup by Service Vertical
- 11.2.8 Key Players
- 11.2.9 Market Forecast (2026-2034)
- 11.3 Southern Mexico
 - 11.3.1 Overview
 - 11.3.2 Historical and Current Market Trends (2020-2025)
 - 11.3.3 Market Breakup by Revenue Model
 - 11.3.4 Market Breakup by Content Type
 - 11.3.5 Market Breakup by Streaming Device
 - 11.3.6 Market Breakup by User Type
 - 11.3.7 Market Breakup by Service Vertical
 - 11.3.8 Key Players
 - 11.3.9 Market Forecast (2026-2034)
- 11.4 Others
 - 11.4.1 Historical and Current Market Trends (2020-2025)
 - 11.4.2 Market Forecast (2026-2034)

12 MEXICO OTT PLATFORM MARKET – COMPETITIVE LANDSCAPE

- 12.1 Overview
- 12.2 Market Structure
- 12.3 Market Player Positioning
- 12.4 Top Winning Strategies
- 12.5 Competitive Dashboard
- 12.6 Company Evaluation Quadrant

13 PROFILES OF KEY PLAYERS

- 13.1 Company A
 - 13.1.1 Business Overview
 - 13.1.2 Services Offered
 - 13.1.3 Business Strategies
 - 13.1.4 SWOT Analysis
 - 13.1.5 Major News and Events
- 13.2 Company B

- 13.2.1 Business Overview
- 13.2.2 Services Offered
- 13.2.3 Business Strategies
- 13.2.4 SWOT Analysis
- 13.2.5 Major News and Events
- 13.3 Company C
 - 13.3.1 Business Overview
 - 13.3.2 Services Offered
 - 13.3.3 Business Strategies
 - 13.3.4 SWOT Analysis
 - 13.3.5 Major News and Events
- 13.4 Company D
 - 13.4.1 Business Overview
 - 13.4.2 Services Offered
 - 13.4.3 Business Strategies
 - 13.4.4 SWOT Analysis
 - 13.4.5 Major News and Events
- 13.5 Company E
 - 13.5.1 Business Overview
 - 13.5.2 Services Offered
 - 13.5.3 Business Strategies
 - 13.5.4 SWOT Analysis
 - 13.5.5 Major News and Events

14 MEXICO OTT PLATFORM MARKET - INDUSTRY ANALYSIS

- 14.1 Drivers, Restraints, and Opportunities
 - 14.1.1 Overview
 - 14.1.2 Drivers
 - 14.1.3 Restraints
 - 14.1.4 Opportunities
- 14.2 Porters Five Forces Analysis
 - 14.2.1 Overview
 - 14.2.2 Bargaining Power of Buyers
 - 14.2.3 Bargaining Power of Suppliers
 - 14.2.4 Degree of Competition
 - 14.2.5 Threat of New Entrants
 - 14.2.6 Threat of Substitutes
- 14.3 Value Chain Analysis

15 APPENDIX

I would like to order

Product name: Mexico OTT Platform Market Size, Share, Trends and Forecast by Revenue Model, Content Type, Streaming Device, User Type, Service Vertical, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/M71035893CD7EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M71035893CD7EN.html>