The 2022 Global Digital Shopping Index

Mexico Edition

The 2022 Global Digital Shopping Index, a PYMNTS and Cybersource collaboration, examines the behaviors of 13,114 consumers and 3,100 merchants across Australia, Brazil, Mexico, the UAE, the U.K. and the U.S. This second year of this global study examines the factors that influence how and where consumers shop, how they pay for what they purchase and the features that establish merchant preference.

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The 2022 Global Digital Shopping Index was produced in collaboration with Cybersource, and PYMNTS is grateful for the company's support and insight. PYMNTS. com retains full editorial control over the following findings, methodology and data analysis.

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Introduction

Mexico may be the most mobile-centric eCommerce market in North America. Smartphones are ubiquitous across the continent, but in Mexico, they are many consumers' first gateway—and for some, their only gateway—to the global connected economy. Ninety-seven percent of internet users in Mexico access the internet via smartphone, while just 32% use laptops and desktop computers.[1] Any business looking to establish a presence in the Mexican eCommerce market must design their customer engagement strategies with this mobile-first consumer in mind.

A PYMNTS survey of more than 13,000 consumers across six countries—Australia, Brazil, Mexico, the United Arab Emirates, the United Kingdom and the United States—finds that merchants in Mexico understand that providing both mobile and cross-channel shopping features is critical to winning local customers. The survey, conducted between Sept. 23 and Nov. 7, 2021, reveals that these merchants provide far more of these features than merchants in other countries. Mexican merchants are 19% likelier than the average merchant across all countries in our study to provide shoppers mobile apps they can use to navigate their brick-and-mortar stores, for example, and they are 14% likelier to provide free shipping.

Shoppers in Mexico say they encounter 18% more shopping friction than the average consumer across all six countries in our study. Providing shopping features is not the end-all, be-all that our data suggest. Merchants must also invest in building rapport with their shoppers, ensuring they know the full extent of the shopping and payment features available. They must ensure that they are investing in high-quality features that their customers want to use to enhance their shopping journeys.

The 2022 Global Digital Shopping Index: Mexico Edition, a PYMNTS and Cybersource collaboration, provides an inside look at the pain points preventing merchants in Mexico from delivering the frictionless shopping experiences needed to boost conversion. We surveyed a census-balanced panel of 2,137 consumers in Mexico about their most recent shopping experiences to learn how they prefer to shop, pay for and acquire their retail purchases and discover which shopping features they value the most. We also surveyed 499 local businesses about which features they provide to gain an inside look into how well local merchants are meeting shoppers' demands.

By cross-referencing data from both these surveys, PYMNTS built the Global Digital Shopping Index, a quantitative measure of the shopping frictions that consumers encounter during their retail journeys. Each country in our study earned its own Index score. Higher scores mean that shoppers encounter less friction, and merchants have better chances to convert customers.

This is what we learned.

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[1] Author unknown. Encuesta Nacional sobre Disponibilidad y Uso de Tecnologías de la Información en los Hogares (ENDUTIH) 2021. INEGI. 2021. https://www.inegi.org.mx/programas/dutih/2021/. Accessed July 2022.

01

Mexico is one of the world's most mobile-centric eCommerce markets. Forty-one percent of in-store shoppers use smartphones to assist their in-store shopping experiences in Mexico, and 46% of consumers use their smartphones at some point during purchase.

This means that brick-and-mortar shoppers in Mexico are 19% likelier than the average consumer across all six countries in our study to use their smartphones to enhance their in-store shopping experiences. The only two countries in which smartphone-assisted in-store shopping is more common are the UAE and Brazil, where 59% and 47% of in-store shoppers use mobile to aid their shopping experiences, respectively.

We also found that consumers in Mexico are 8% likelier than the average consumer across all six countries in our study to use their smartphones at some point during their shopping journeys—ordering items online, tracking purchases via app, paying at the brick-and-mortar point of sale or otherwise.

02

Merchants in Mexico lead in digital feature implementation, suggesting they understand how mobile experiences influence shopping habits.

Mexican merchants lead the rest in offering mobile-based and other cross-channel shopping features that can smooth their customers' shopping experiences. Our research shows that 72% of merchants in Mexico allow consumers to use mobile apps to locate products in-store or offer mobile apps for delivery and pickup, for example—more than in any other country we studied. Additionally, 68% of Mexican merchants offer real-time inventories, and 80% offer the ability to set up digital profiles—20% and 26% more than is seen among our sample average, respectively.

Mexican merchants are even ahead of the pack in offering financial incentives to make purchases more enticing. They are the most likely to offer refund and return options, for example, with 63% promising to refund digital purchases either online or in-store. This makes merchants in Mexico 28% more likely than merchants across all six countries to offer such refund options.

03

As with Brazilian shoppers, consumers in Mexico are often unaware of the full range of digital and cross-channel shopping features that local merchants provide. Mexican consumers are 18% less likely on average to realize these features are available than local merchants are to offer these features.

Lack of consumer awareness is one of the key barriers preventing merchants in Mexico from driving sales. Just 52% of local consumers realize they can use their smartphones to locate items in-store, for example, and just 56% realize that merchants provide apps they can use to make purchases for delivery or pickup. In reality, 72% of local merchants offer in-store navigation and delivery as well as order-tracking apps.

Our survey also found that just 46% of consumers in Mexico were aware they could set up digital profiles and 55% were aware that inventories were available digitally. These numbers are significantly below the 80% and 68% of merchants offering these features, respectively.

04

Local merchants' shopping experiences are more friction-laden in Mexico than in nearly any other country, and Mexican consumers' lack of awareness of digital features is partially to blame.

Mexican merchants earned an average Index score of just 83 in 2021, meaning they offered the second-most friction-laden shopping experience of the six countries we studied. Only Australian consumers encounter more shopping friction, as Australian merchants earned a score of just 81.

The lack of consumer awareness of available shopping features contributes significantly to this low score but there is also evidence to suggest that the quality of the digital shopping features that many Mexican merchants have adopted is lacking.

Mexican merchants earned average Index scores of 136 for their in-store and curbside pickup eCommerce shopping options and 123.9 for their home-shipping shopping experiences. In other words, Mexican eCommerce shoppers who buy on their computers and have their purchases shipped to their homes experience 9% more shopping friction than local shoppers who pick up their purchases in-store or curbside, despite the former group being more aware of the features merchants offer. This strongly suggests that the shopping frictions many Mexican consumers encounter stem from the low quality of the features provided rather than from not knowing which shopping features are available.

High-friction shopping:
Mexico's merchants fall short

Consumers in Mexico face some of the most friction-laden shopping experiences of any consumers across the six countries we studied in 2021. Mexican merchants earned the second-lowest average Index score of all: 83. Australia was the only country where merchants earned a lower score, averaging 81. This signals that local businesses are facing a widespread problem with providing their shoppers with the frictionless retail journeys needed to boost conversion.

FIGURE 1:

How Index scores compare across countries
Median Index score and distribution of merchants' overall shopping experiences, by country
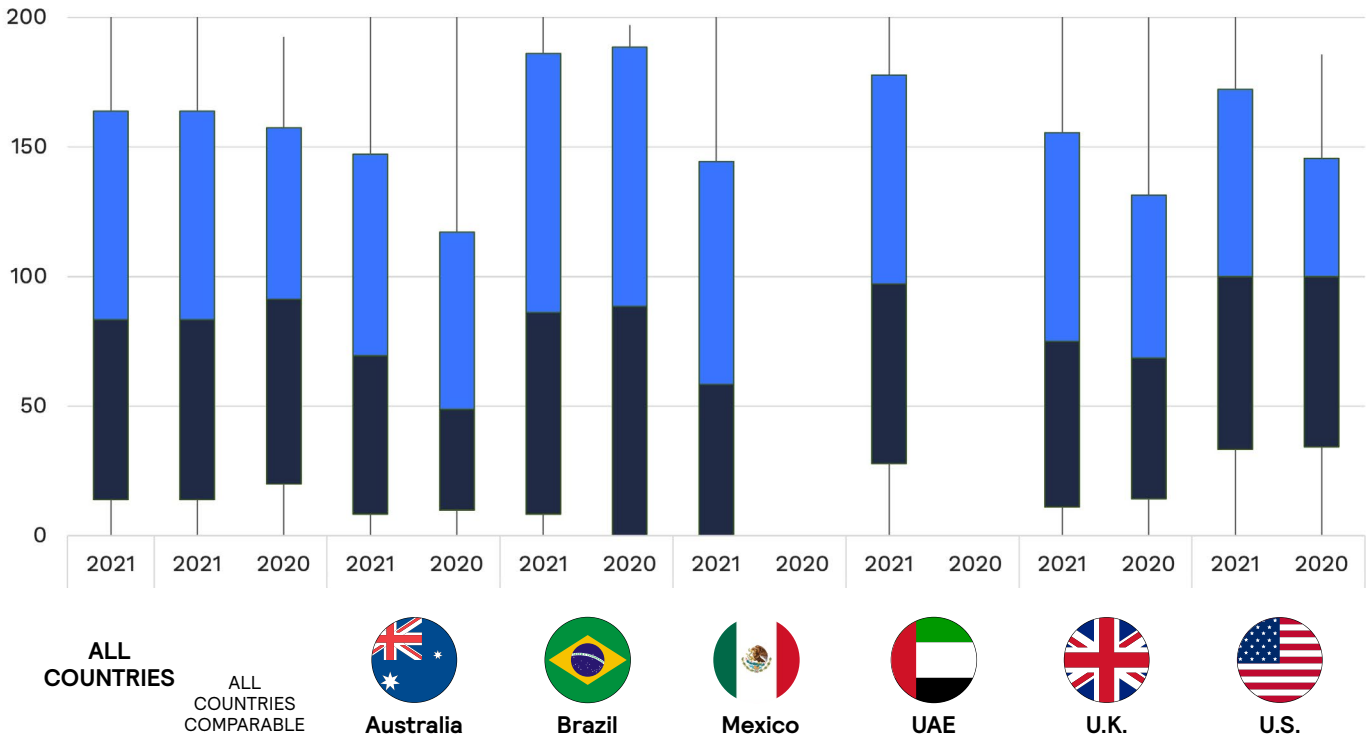
Source: PYMNTS.com
The 2022 Global Digital Shopping Index, August 2022
N = 13,114: Complete responses, fielded Sept. 23, 2021 - Nov. 7, 2021

Big investments, little payoff

Merchants in Mexico provide more shopping features than most, but their customers also encounter more shopping friction.

- Shoppers in Mexico encounter **18% more shopping friction** than consumers across all six countries in our study.

- This is despite the fact that **Mexican merchants provide every one of the features** we study, more than the average merchant across all six countries.

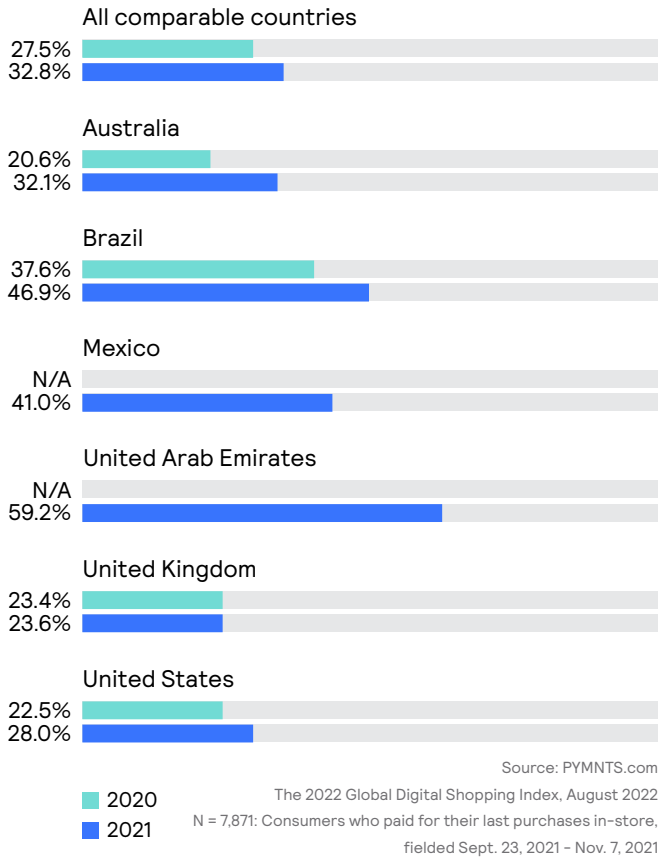The **2022 Global Digital Shopping Index**

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Front and center:

Mobile commerce in Mexico

FIGURE 2:

Consumers' smartphone usage while shopping in stores
Average share of in-store shoppers using smartphones to assist their in-store shopping experiences

All comparable countries
27.5%
32.8%

Australia
20.6%
32.1%

Brazil
37.6%
46.9%

Mexico
N/A
41.0%

United Arab Emirates
N/A
59.2%

United Kingdom
23.4%
23.6%

United States
22.5%
28.0%

Source: PYMNTS.com
The 2022 Global Digital Shopping Index, August 2022
N = 7,871: Consumers who paid for their last purchases in-store,
fielded Sept. 23, 2021 - Nov. 7, 2021

■ 2020
■ 2021

Consumers in Mexico and Brazil strongly prefer smartphone-enabled commerce, with both using their smartphones far more than most—especially in brick-and-mortar stores. Our research shows that 41% of brick-and-mortar shoppers in Mexico, a projected 12.4 million people, use smartphones to enhance their in-store shopping experiences, such as by using mobile apps to locate items in-store, searching for coupons or comparing prices in real time. This is 19% above our six-country study average.

Brazil and the UAE are the only two countries where this type of smartphone-assisted in-store shopping is more common. Fifty-nine percent of consumers in Brazil and 47% in the UAE use their smartphones to enable or inform their in-store shopping experiences.

When consumers in Mexico use smartphones in stores, they chiefly use them to check prices online. Twenty-four percent of shoppers who use smartphones in-store in Mexico use them to price-shop in real time. This is on par with the 24% of in-store shoppers in Brazil and the 25% in the UAE who price shop with their smartphones.

In-store shoppers in Mexico, Brazil and the UAE also use their smartphones to search for real-time product information in roughly equal measure.

Nevertheless, brick-and-mortar shoppers in Mexico use smartphones far differently than those in the UAE and Brazil in several ways. They are generally not accustomed to using their smartphones to access discounts, for one. Just 12% of in-store shoppers in Mexico use their smartphones to locate discounts and coupons in real time, for example, compared to the 23% of shoppers in Brazil and 20% in the UAE who do the same.

14%
of mobile-assisted brick-and-mortar shoppers in Mexico **use smartphones to read product reviews** while shopping in-store.
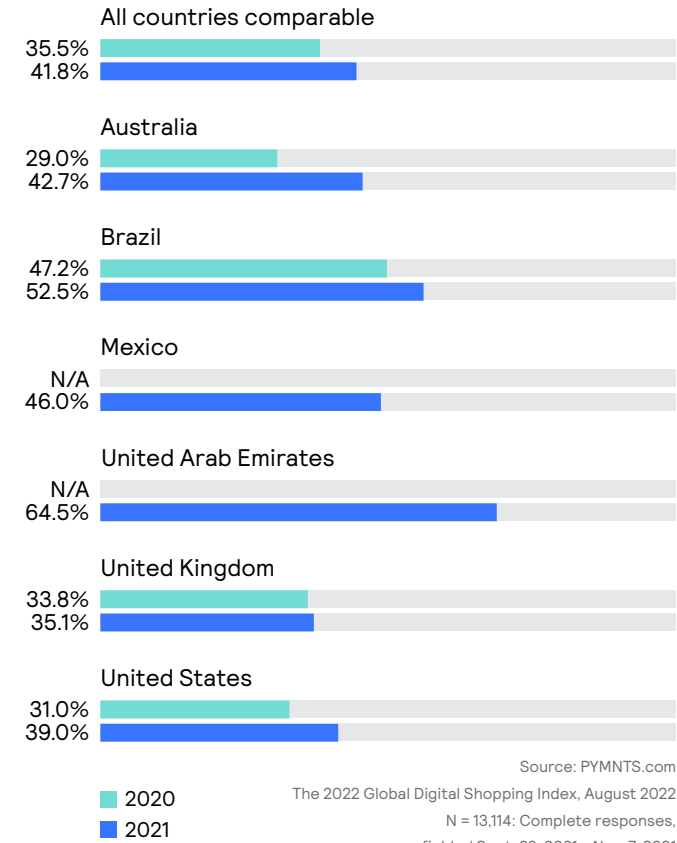
TABLE 1:

Consumers' in-store smartphone usage
Share of in-store shoppers in select countries using their smartphones at brick-and-mortar stores, by function

	ALL COUNTRIES	Australia	Brazil	Mexico	UAE	U.K.	U.S.
• Compare prices	14.7%	9.3%	24.1%	24.2%	24.7%	5.9%	9.0%
• Search for offers and discounts	14.1%	6.6%	22.7%	11.9%	19.9%	8.0%	12.2%
• Find product information	14.0%	10.3%	20.3%	21.1%	24.8%	5.7%	10.2%
• Read product reviews	10.0%	5.2%	9.7%	14.0%	17.3%	4.9%	9.8%
• Locate product in-store	8.2%	4.8%	9.0%	9.0%	12.0%	2.5%	8.7%
• Confirm product is in stock	8.1%	9.1%	6.7%	11.5%	17.4%	4.6%	8.1%
• Build loyalty credit	7.9%	10.9%	12.4%	2.3%	20.7%	9.2%	7.1%
• Look up product ratings	7.4%	5.8%	8.3%	8.7%	16.5%	4.0%	7.0%
• Other	2.1%	3.9%	2.2%	1.4%	5.3%	2.3%	2.1%

In-store shoppers in Mexico are also the least likely to use their smartphones to engage in merchants' loyalty programs. Just 2.3% of Mexico's brick-and-mortar shoppers access loyalty and rewards benefits via their smartphones. This is less than one-third of the six-country average.

Consumers in Mexico use their smartphones both inside and outside of brick-and-mortar stores. Forty-six percent of consumers have used their smartphones at some point during their purchase journeys to order via app, pay with a mobile wallet or otherwise—10% more than the sample average. This means that 18 million consumers in Mexico used their smartphones to enable their most recent purchases. It also means that designing shopping experiences with mobile users in mind is essential for merchants looking to earn a place in the local market.

FIGURE 3:

Consumers' usage of smartphones to assist some aspects of their retail journeys
Share of consumers in different countries who used smartphones at least once during their shopping journeys, by year

All countries comparable
35.5%
41.8%

Australia
29.0%
42.7%

Brazil
47.2%
52.5%

Mexico
N/A
46.0%

United Arab Emirates
N/A
64.5%

United Kingdom
33.8%
35.1%

United States
31.0%
39.0%

- 2020
- 2021

Source: PYMNTS.com
The 2022 Global Digital Shopping Index, August 2022
N = 13,114: Complete responses,
fielded Sept. 23, 2021 - Nov. 7, 2021

Smartphone-driven

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Smartphones play a central role in driving retail sales in Mexico.

- **46%** of consumers in Mexico **used smartphones at least once** during their most recent shopping journeys.

- **41%** of in-store shoppers in Mexico use smartphones **to enhance the brick-and-mortar retail experience.**

- **24%** of in-store shoppers price shop on their smartphones **in real time.**

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Consumers across the globe are growing more accustomed to having an assortment of choices in how they acquire the items they buy online, but the degree to which they use curbside and in-store pickup options varies drastically between countries. Home delivery is by far the most common way eCommerce shoppers in Mexico acquire their purchases. According to our survey, 74% of consumers in Mexico had their most recent eCommerce purchases shipped to their homes.

Delivery before pickup:

How eCommerce shoppers in Mexico acquire their purchases

TABLE 2:

How consumers acquire their online purchases
Share of consumers who received their most recent orders in select ways, by country

	Deliver to home	Pick up in-store	Ship to a location to pick up	Pick up curbside
ALL COUNTRIES	**71.2%**	**13.7%**	**7.6%**	**7.4%**
· Australia	60.6%	24.2%	8.1%	7.1%
· Brazil	74.8%	17.4%	7.2%	0.6%
· Mexico	73.8%	17.8%	5.5%	2.9%
· United Arab Emirates	55.6%	24.8%	12.0%	7.7%
· United Kingdom	78.4%	10.4%	7.6%	3.6%
· United States	69.0%	12.3%	7.9%	10.8%

Source: PYMNTS.com
The 2022 Global Digital Shopping Index, August 2022
N = 5,243: Respondents who purchased via online or mobile, fielded Sept. 23, 2021 – Nov. 7, 2021

Curbside pickup is less common in Mexico than in nearly all other countries we studied, with Brazil being the exception. Consumers in Mexico are 61% less likely than the average consumer across all six countries to pick up their eCommerce orders curbside. This means there is substantial potential for growth in this area, and curbside pickup options could be a potential differentiator. Nevertheless, it is

not clear precisely how much local demand there is for curbside pickup options.

In-store pickup is more common in Mexico. Eighteen percent of eCommerce shoppers in Mexico picked up their most recent eCommerce purchases in-store—more than six times as many as those who picked them up curbside. Allowing consumers to pick up their eCommerce purchases in-store can also provide an added bene-

fit: Many shoppers who pick up their items in-store wind up buying additional items.

Thirty percent of consumers in Mexico who pick up their eCommerce purchases in-store say they make other in-store purchases during their trips to do so, and 22% say they do this at least some of the time. This means that local shoppers are actually less likely than consumers in other countries to make additional in-store purchases like these, but it also means that merchants have the chance to drive more sales among the approximately 744,000 local shoppers who are likely to at least consider buying more during their trips.

This suggests that although the best course for merchants looking to maximize sales is to provide as many fulfillment options as possible, in-store pickup options are likely to convert more consumers than curbside pickup options for merchants in Mexico.

Extra purchasing frequency for eCommerce shoppers
Share of consumers who buy additional products when picking up their online purchases in-store, by country

	Always or often	Sometimes	Occasionally or never	First time
ALL COUNTRIES	**37.9%**	**21.1%**	**35.4%**	**5.6%**
• Australia	38.3%	22.1%	36.6%	3.0%
• Brazil	26.6%	30.4%	39.5%	3.5%
• Mexico	29.9%	21.7%	48.5%	0.0%
• United Arab Emirates	20.9%	19.5%	41.4%	18.3%
• United Kingdom	25.2%	23.4%	45.6%	5.8%
• United States	46.8%	16.8%	29.3%	7.1%

Source: PYMNTS.com
The 2022 Global Digital Shopping Index, August 2022
N = 13,114: Complete responses, fielded Sept. 23, 2021 - Nov. 7, 2021

30%
of eCommerce shoppers in Mexico who pick up their purchases in-store **wind up buying additional products.**

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Plenty of features, plenty of friction

Merchants in Mexico appear to understand how important digital shopping features—especially mobile-enabled ones—are to local shoppers. They offer far more mobile shopping features than most other merchants across the six countries in our study. Our research shows that merchants in Mexico are 19% likelier than our sample average to support in-store navigation apps, for example, a clear signal that they are working to provide their shoppers with mobile-based tools to use when shopping in brick-and-mortar stores.

Merchants in Mexico are also 24% likelier than average to offer shoppers mobile apps that they can use to track eCommerce purchases they place for delivery or in-store pickup. This illustrates not only how many local shoppers use their smartphones but also that many of them use those smartphones to keep tabs on the fulfillment process.

24%
more Mexican merchants provide mobile apps that consumers can use **to track their eCommerce orders.**

The taxonomy of digital features

We examined consumers' use of and interest in nearly three dozen digital shopping features, which we categorized into five groups.

Know me

Features that allow merchants to determine customers' preferences regardless of whether they are shopping in-store, online or on the phone, including cross-channel-capable digital profiles and access to users' shipping histories.

Value me

Features that enable merchants to offer information, rewards or coupons to loyal customers, including promotional codes, coupons, rewards and suggestions based on users' browsing histories.

Do you have what I want?

Features that allow merchants to provide the products consumers want at the prices they want, including real-time inventory status updates and price matching guarantees.

Make it easy for me

Features that enable merchants to provide information and easy purchasing across orders made in-store, online and on the phone, including free shipping and curb-side and in-store pickup options.

Protect me

Features that relate to how well merchants address purchase issues and how well they secure consumers' personal and payments-related data, including guaranteed refunds for fraudulent charges and secure payment storage.

Glossary: Shopping features that improve the user experience

Know me

- **Profile:** I can set up a digital profile with this retailer.
- **Information sharing (shipping):** The retailer has access to my shipping information.
- **Information sharing (history):** The retailer has access to my order history.

Value me

- **Marketing opt-in:** I can opt-in to personalized marketing communications with special offers.
- **Rewards, coupons and promos:** The retailer has reward programs or coupons that I can use in the store, online and on my mobile devices or sends me promo codes targeted to my specific interests.
- **Recommendations:** I receive suggestions about things that I might like based on past purchases or my browsing history.

Do you have what I want?

- **Inventory:** The available inventory is updated digitally in real time.
- **Price matching:** The merchant will match the prices of other merchants selling the same products.

Make it easy for me

- **Product details:** Product details are available digitally.
- **Product reviews:** Reviews are available digitally.
- **Product recommendations:** Recommendations are available digitally.
- **Free shipping:** Free shipping is available for digital orders.
- **Buy online, pickup in-store:** I can buy online and pick up my purchase in-store from an employee at a customer service desk or have an employee deliver the product to my car.
- **Buy online, pickup from a kiosk:** I can use an automated method to receive the product.
- **Mobile order-ahead:** The retailer offers a mobile app I can use to make purchases for delivery or pickup.
- **Mobile product finding:** I can use a mobile device to locate a product when in a physical store.

Protect me

- **Disputes:** It is easy to resolve issues with the merchant.
- **Fraud purchase refunds:** The retailer will refund fraudulent charges.
- **Digital purchase refunds:** The retailer will refund my digital purchases either online or at the store.
- **Protect data:** I am able to securely store my card details.
- **Purchase returns:** I can return purchases either by mail or to a store location.
- **Online returns:** I can make free returns using printable shipping labels.
- **Live help:** I can get live help via a phone call, online chat or another method when I am not in the store.

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Merchants' feature offerings

Share of merchants offering select features, Mexico versus the average of all studied countries

■ Higher
■ Lower

	ALL COUNTRIES	MEXICO
• Profile	63.5%	79.8%
• Information sharing (shipping)	58.8%	66.5%
• Information sharing (history)	53.2%	69.5%
• Marketing opt-in	57.5%	67.9%
• Rewards, coupons and promos	86.1%	89.6%
• Recommendations	54.8%	67.9%
• Inventory	56.1%	67.5%
• Price matching	64.0%	69.5%
• Product details	49.3%	56.9%
• Product reviews	56.4%	60.5%
• Product recommendations	52.3%	60.3%
• Free shipping	55.6%	63.1%
• Buy online, pickup in-store	54.9%	65.5%
• Buy online, pickup from a kiosk	58.9%	68.7%
• Mobile order-ahead	58.5%	72.3%
• Mobile product finding	60.7%	71.9%
• Disputes	49.6%	53.3%
• Fraud purchase refunds	52.2%	57.3%
• Digital purchase refunds	48.9%	62.5%
• Protect data	50.6%	53.5%
• Purchase returns	51.7%	58.5%
• Online returns	55.4%	69.9%
• Live help	50.7%	56.9%

Source: PYMNTS.com
The 2022 Global Digital Shopping Index, August 2022
N = 3,100: Complete merchant responses, fielded Sept. 23, 2021 - Nov. 7, 2021

72%
of Mexican merchants provide mobile apps that brick-and-mortar shoppers can use **to navigate their stores.**

Our research shows that merchants in Mexico also offer a wider array of cross-channel fulfillment options than those in other countries. They are 17% likelier to allow eCommerce shoppers to pick up their items via in-store kiosks and 19% likelier to allow them to pick their items up from employees in-store.

Merchants in Mexico do not just offer mobile and fulfillment features in abundance, either. Among the 34 features we study, merchants in Mexico were more likely than the average to offer every single one of them—even those that many of their shoppers do not use. Merchants in Mexico are 14% likelier to provide curbside

pickup options, for example, even though only 2.9% of local consumers picked up their most recent eCommerce purchase via curbside.

This raises an obvious question: Why do so few local shoppers use these features, even though they are so common?

The short answer is: They do not know these options are available. Consumer awareness is perhaps Mexican merchants' most pressing shopping friction. Among the 34 shopping features we studied, consumers are less likely to be aware of 30 of these features than local merchants are to offer them.

Many consumers in Mexico do not realize that local merchants offer rewards programs, for example. Our research shows that although 73% of all local merchants provide rewards programs, just 50% of local shoppers said the merchant they last shopped with offered such programs. In other words, there is a 31% gap between the share of consumers who know that rewards programs are available and the share of merchants that offer rewards programs.

We see a similarly large consumer awareness gap for coupons. Even though 72% of merchants in Mexico provide coupons, just 49% of local shoppers said that the merchant that they last shopped with offered coupons.

A lack of consumer awareness is at least partially to blame for Mexican consumers' low use of many digital and cross-channel shopping features, including curbside pickup, rewards programs and coupons. Overcoming this awareness gap should therefore be a key priority among merchants looking to enter the Mexican market. Ensuring local shoppers are aware of the full range of features available to them not only enhances their personal shopping experiences but also helps merchants earn the full return on their investments in such features.

81%

of Mexican merchants offer **voice-enabled** purchasing options,

but just 41% of local shoppers realize voice features are available.

TABLE 5:

The consumer awareness gap in Mexico
Share of Mexican merchants offering select features versus the share of Mexican consumers who believe that the most recent merchant they shopped with offered those features

🟩 Positive
🟥 Negative

	Merchants	Consumers	Difference
• Profile	79.8%	45.8%	−42.5%
• Information sharing (shipping)	66.5%	48.6%	−27.0%
• Information sharing (history)	69.5%	47.8%	−31.2%
• Information sharing (payments)	71.3%	46.2%	−35.2%
• Promo codes	68.3%	53.9%	−21.1%
• Coupons	72.1%	49.4%	−31.6%
• Marketing opt-in	67.9%	52.7%	−22.4%
• Rewards	72.5%	49.7%	−31.4%
• Recommendations	67.9%	55.4%	−18.5%
• Inventory	67.5%	54.7%	−19.0%
• Price matching	69.5%	51.0%	−26.7%
• Easy to navigate	61.9%	59.0%	−4.7%
• Mobile app	71.1%	56.4%	−20.7%
• Buy now, pay later	76.8%	45.6%	−40.6%
• Preferred payment method	54.1%	70.0%	29.3%
• Product details	56.9%	62.3%	9.4%
• Product reviews	60.5%	57.4%	−5.2%
• Product recommendations	60.3%	59.1%	−1.9%
• Free shipping	63.1%	56.8%	−10.1%
• Buy online, pickup in-store	65.5%	54.4%	−17.0%
• Buy online, pickup from a kiosk	68.7%	52.8%	−23.2%
• Mobile order-ahead	72.3%	56.3%	−22.1%
• Mobile product-finding	71.9%	52.3%	−27.3%
• Voice	81.0%	40.9%	−49.4%
• Disputes	53.3%	60.7%	13.8%
• Fraud purchase refunds	57.3%	56.1%	−2.2%
• Digital purchase refunds	62.5%	53.9%	−13.7%
• Protect data	53.5%	56.0%	4.6%
• Purchase returns	58.5%	54.5%	−6.9%
• Online returns	69.9%	49.4%	−29.4%
• Live help	56.9%	53.8%	−5.6%
• Two-factor authentication	71.5%	50.4%	−29.5%
• Online purchase returns	57.7%	52.9%	−8.3%

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Awareness or quality?

Pinpointing the key friction point

A lack of consumer awareness is a real problem for Mexican merchants and is likely the primary reason why their customers encounter more shopping frictions than those in other countries. Our research shows that the average consumer encounters 18% more friction when shopping with merchants in Mexico than in the average merchant across all six countries in our study. This is despite Mexican merchants being among the most likely to offer the shopping features designed to alleviate said friction.

The only country in our study to score lower than Mexico is Australia, where merchants offer the least amount of digital and cross-channel shopping features of all.

Brick-and-mortar shoppers in Mexico experience the most friction-laden retail journeys of all the countries we studied. Local merchants earn an average Index score of just 70, indicating that local merchants' in-store shoppers encounter 43% more shopping friction than corresponding shoppers who complete their retail journeys entirely on their laptops or desktop computers.

43% more Mexican shoppers **encounter shopping friction in-store** than on their computers.

Merchants in Mexico excel in one area more than those in all other countries: in-store and curbside pickup purchases made on laptop and desktop computers. Local shoppers who buy items on their computers and pick them up in-store or via curbside—online cross-channel shoppers—encounter 64% less shopping friction than the average, earning an average Index score of 136 and leading all countries we studied.

Consumer awareness cannot explain away all the frictions that Mexican consumers encounter. Feature awareness is higher among consumers who shop entirely on their computers than it is among local cross-channel shoppers, for example, but the former still encounter more shopping friction than the latter.

Eighty-three percent of Mexican consumers who shop entirely on their computers know that local merchants offer free shipping, while just 62% of online cross-channel

consumers know that free shipping is an option. Similarly, 67% of Mexican consumers who shop entirely on their computers were aware that local merchants provide in-store navigation apps, as was the case for 46% of online cross-channel consumers. This suggests that awareness is not the reason why consumers in Mexico encounter more shopping friction shopping entirely on computers than they do buying on computers and picking items up in-store.

SHOPPING FRICTION is the lowest among **mobile-native shoppers.**

TABLE 6:

How merchants' Index scores vary across channels
Average Index scores merchants earned, by channel

	ALL COUNTRIES	Australia	Brazil	Mexico	UAE	U.K.	U.S.
• Online native	146.8	120.8	157.2	123.9	138.6	122.7	154.5
• Mobile native	152.1	127.5	159.5	141.1	135.1	127.1	157.7
• Brick-and-mortar mobile-assisted	107.5	82.5	108.5	101.9	97.9	84.5	114.5
• Brick-and-mortar	73.0	56.1	75.5	70.3	88.8	60.0	75.5
• Online cross-channel	120.9	98.8	113.4	135.9	106.7	98.5	126.9
• Mobile cross-channel	129.0	115.8	125.9	109.4	83.4	89.1	139.1
• Voice	135.8	144.1	138.1	119.6	124.2	81.3	142.6

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Online shoppers' feature awareness

Share of online-native and online cross-channel shoppers who are aware select features are available

	Online-native	Online cross-channel
• Profile	69.0%	32.0%
• Information sharing (shipping)	66.4%	33.0%
• Information sharing (history)	**73.8%**	**70.9%**
• Information sharing (payments)	71.1%	60.3%
• Promo codes	**74.4%**	45.0%
• Coupons	69.5%	40.3%
• Marketing opt-in	60.5%	28.4%
• Rewards	62.1%	**53.7%**
• Recommendations	69.7%	45.9%
• Inventory	67.5%	64.9%
• Price matching	63.4%	76.8%
• Easy to navigate	84.3%	89.5%
• Mobile app	81.7%	82.2%
• Buy now, pay later	78.5%	95.6%
• Preferred payment method	**90.8%**	**96.1%**
• Product details	**86.8%**	**96.8%**
• Product reviews	74.0%	59.9%
• Product recommendations	83.5%	53.3%
• Free shipping	83.4%	61.9%
• Buy online, pickup in-store	74.8%	59.4%
• Buy online, pickup from a kiosk	62.6%	58.4%
• Mobile order-ahead	78.0%	53.0%
• Mobile product-finding	67.4%	46.2%
• Voice	52.5%	28.7%
• Disputes	79.5%	46.3%
• Fraud purchase refunds	78.7%	**87.6%**
• Digital purchase refunds	77.0%	59.5%
• Protect data	79.4%	56.1%
• Purchase returns	**83.4%**	50.4%
• Online returns	72.9%	76.6%
• Live help	76.9%	45.4%
• Two-factor authentication	65.2%	51.6%
• Online purchase returns	67.0%	52.2%

Source: PYMNTS.com
The 2022 Global Digital Shopping Index, August 2022
N = 151: Mexican consumers who made a purchase using a desktop or laptop, fielded Sept. 23, 2021, – Nov. 7, 2021

If consumers realize that local merchants offer digital shopping features that decrease shipping friction but do not use them, it signals that those features lack quality. Consumers will not use in-store navigation apps if the user interface is clunky or slow, for example, nor will they necessarily choose free shipping options if the delivery window is too far out into the future or if they cannot track their orders. Providing digital and cross-channel shopping features like these is therefore not enough: Local merchants must ensure that they are providing high-quality features with smooth, intuitive user interfaces to gain an edge over their competitors.

QUALITY is as important as quantity when implementing **digital shopping features.**

Conclusion

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Mexico's consumers want and expect merchants to provide a mobile-first and cross-channel shopping experience—one which allows them not only to browse, shop and pay for retail purchases on their smartphones but also to use them to access a whole host of digital shopping features that can enhance their retail journeys. In concrete terms, this means supporting in-store navigation apps, delivery and pickup apps, cross-channel-capable profiles and similar features that consumers can access from their phones, regardless of where they choose to shop.

Nevertheless, adopting friction-reducing features such as these is only half the battle. Merchants will not see returns on their investments in these features if their customers are unaware that they are available, nor will they necessarily see returns if those features are clunky or hard to find. A two-pronged approach that includes both a mobile-centric innovation plan and a comprehensive customer engagement strategy will best help merchants in Mexico reach their full potential.

The 2022 Global Digital Shopping Index

Methodology

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The Global Digital Shopping Index is based on census–balanced surveys of 13,114 consumers, with more than 2,000 consumers surveyed in each of the studied markets—Australia, Brazil, Mexico, the United Arab Emirates, the United Kingdom and the United States. It is also based on surveys of merchants from each of the markets—3,100 merchants in total.

We collected data on merchants generating annual revenues that are less than $1 million, between $1 million and $50 million, between $50 million and $1 billion and $1 billion or more, and asked them about the digital methods and capabilities they use and offer. To evaluate consumers, we collected the names of the stores at which consumers most recently made purchases and manually reviewed every response to determine those that had large national footprints. The rest were defined as small to mid-sized businesses.

The consumer surveys consisted of 38 questions, and the merchant surveys had 28 questions. They were conducted between September and November 2021.

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