DEVELOPING NEW CYBERSECURITY MARKETS

IN·SEC·M

MARKET FACT SHEET

Mexico

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INTRODUCTION

Mexico represents a significant opportunity for cybersecurity companies looking to expand their global presence, driven by its dynamic economy and increasing emphasis on digital transformation. The nation is home to a growing pool of skilled professionals in information technology and cybersecurity, offering valuable resources for firms aiming to establish a foothold in the region. The Mexican government is actively investing in the cybersecurity sector through various initiatives and funding programs, which can greatly support companies in their expansion endeavors.

Understanding the evolving regulatory framework governing the cybersecurity market in Mexico is essential for successful operations. Compliance with these regulations is critical for companies to navigate the market effectively and ensure sustainable growth.

MAIN DATA

GENERAL DATA[1]	
Area	› Mexico borders the United States to the north, and Guatemala and Belize to the southeast; while having maritime boundaries with the Pacific Ocean to the west, the Caribbean Sea to the southeast, and the Gulf of Mexico to the east. › 1,964,375 square kilometers
Capital	Mexico City
Time Zone and Time Difference with Ottawa	› Zona Sureste UTC−05:00 › Zona Centro UTC−06:00 UTC−05:00 (DST) › Zona Pacífico UTC−07:00 UTC−06:00 (DST) › Zona Noroeste UTC−08:00 UTC−07:00 (DST)
Languages	Spanish
Population	130.7 million (2024)
Religions	Roman Catholic 78%, Protestant/evangelical Christian 11.2%, other 0.002%, unaffiliated (includes atheism) 10.6% (2020 est.)
Major Holidays	› New Year's Day (January 1) › Constitution Day (February 3) › Benito Juarez Day (March 17) › Holy Thursday (April 17)* › Good Friday (April 18)* › Labor Day (May 1) › Anniversary of the Battle of Puebla (May 5)* › Independence Day (September 16) › Day of the Race (October 12)* › All Souls' Day (November 2)* › Revolution Day (November 17) › Lady of Guadalupe Day (December 12)* › Christmas Day (December 25) › Holidays marked with an asterisk* are not official national holidays but are widely observed throughout Mexico.

1. Mexico - The World Factbook

Typical Working Hours	› In Mexico, it is standard to work eight hours a day. Typical business hours are flexible between 8am – 6pm. Working eight hours within this time of day is standard. › 5-day workweek, Monday to Friday
Entry Requirements	› **Passport Validity**: Your passport must be valid for the expected duration of your stay in Mexico. › **Visa Requirements for Canadians**[2]: Tourist visa: not required for stays up to 90 days Business visa: not required for stays up to 90 days Student permit: required Employment permit: required
Tax Treaties	The "Convention Between the Government of Canada and the Government of the United Mexican States for the Avoidance of Double Taxation and the Prevention of Fiscal Evasion with Respect to Taxes on Income" (Canada–Mexico Tax Convention Act, 2006)[3] aims to eliminate double taxation and prevent fiscal evasion for residents of Canada and Mexico. The treaty outlines the allocation of taxing rights between the two countries, covering various types of income such as business profits, dividends, interest, and royalties. It defines key terms, establishes criteria for residency, and specifies what constitutes a permanent establishment. The Convention includes provisions for the exchange of information between tax authorities to prevent tax evasion and ensure compliance. It also addresses the taxation of income from immovable property, shipping and air transport, and capital gains. Special rules are provided for the taxation of income from employment, pensions, government service, and income earned by students, entertainers, and sportsmen. To avoid double taxation, the treaty allows for tax credits and exemptions, ensuring that income is not taxed twice. It also includes non-discrimination clauses to ensure that nationals of one country are not subjected to more burdensome taxation in the other country. The Convention provides mechanisms for resolving disputes and mutual agreement procedures to address any issues arising from its interpretation or application. To avoid double taxation, the treaty allows for tax credits and exemptions, ensuring that income is not taxed twice. It also includes non-discrimination clauses to ensure that nationals of one country are not subjected to more burdensome taxation in the other country. The Convention provides mechanisms for resolving disputes and mutual agreement procedures to address any issues arising from its interpretation or application.
POLITICAL DATA	
Type of Political System	Mexico is a federal republic composed of 31 states and the Federal District. Governmental powers are divided constitutionally between executive, legislative, and judicial branches, but, when Mexico was under one-party rule in the 20th century, the president had strong control over the entire system. The constitution of 1917, which has been amended several times, guarantees personal freedoms and civil liberties and also establishes economic and political principles for the country. The legislative branch is divided into an upper house, the Senate, and a lower house, the Chamber of Deputies. Senators serve six-year terms and deputy's three-year terms; members of the legislature cannot be reelected for the immediately succeeding term. Three-fifths of the deputies are elected directly by popular vote, while the remainder are selected in proportion to the votes received by political parties in each of five large electoral regions. Popularly elected and limited to one six-year term, the president is empowered to select a cabinet, the attorney general, diplomats, high-ranking military officers, and Supreme Court justices (who serve life terms). The president also has the right to issue reglamentos (executive decrees) that have the effect of law. Because there is no vice president, in the event of the death or incapacity of the president, the legislature designates a provisional successor. The executive branch has historically dominated the other two branches of government, although the Congress has gained a larger share of power since the late 20th century.[4]
Leaders	Claudia Sheinbaum Pardo (born 24 June 1962) is a Mexican politician, scientist, and academic who is serving as the 66th president of Mexico since 1 October 2024, the first woman to hold the office.
Regime Stability	Stable

2. Travel advice and advisories for Mexico
3. Canada–Mexico Tax Convention Act, 2006
4. Mexico - Federalism, Constitution, Autonomy | Britannica

ECONOMIC DATA (MAIN ECONOMIC INDICATORS)	
Economic Situation	**Entire economy:** › USD $1,789 billion GDP (2023)[5] › Mexico's digital economy has experienced significant growth in recent years, driven by increased internet penetration, mobile connectivity, and e-commerce adoption. As of 2023, according to the Mexican Federal Institute of Telecommunications, over 97 million Mexicans were internet users, representing 81% of the population. This growth has fueled a thriving e-commerce market, which is expected to reach $63 billion dollars by 2025. [6] › Several key trends, including the rapid expansion of e-commerce, the rise of fintech, and the increasing importance of digital payments are shaping Mexico's digital economy. In 2023, Mexico led global e-commerce growth with a 24.6% increase, driven by sectors such as fashion, electronics, and consumer goods, as well as the adoption of omnichannel retail strategies that blend online and offline shopping experiences (Sources: Mexico Business News and Mexican Association of online sales).[7]
Financial Situation	› **Currency**: Mexican Peso › 1 Mexican Peso equals 0.071 Canadian Dollar (as of March 2025) › **Inflation Rate**: 3.8% (as of March 2025)[8]
Economic Policies Relating to IT Sector	**Mexico's National Cybersecurity Policy[9]** Mexico's National Cybersecurity Strategy (ENCS) outlines the vision and strategic approach of the Mexican government to bolster cybersecurity as a fundamental component of political, social, and economic development. Recognizing the growing risks and threats in cyberspace, the strategy emphasizes the need for a robust cybersecurity culture to safeguard human dignity, institutional credibility, and national security. The strategy acknowledges the global nature of cyberspace and the challenges posed by differing sovereignties and legal frameworks. The general objective of the ENCS is to establish comprehensive cybersecurity actions across social, economic, and political spheres, encouraging responsible use of Information and Communication Technologies (ICTs) for sustainable development. Five strategic objectives have been identified: › **Society and Rights**: Ensuring safe and responsible engagement in cyberspace, while respecting human rights such as privacy and freedom of expression. › **Economy and Innovation**: Protecting the economic sectors and fostering technological innovation to boost Mexico's cybersecurity industry. › **Public Institutions**: Safeguarding the information systems of public institutions to ensure continuity in service provision. › **Public Security**: Enhancing capabilities to prevent and investigate cyber-related crimes. › **National Security**: Developing measures to counteract cyber threats that could affect national sovereignty and integrity.
Digital Transformation › Internet penetration rate › Digital literacy ranking › Cybersecurity investments › Other relevant data	› **Internet penetration Rate:** 81% (2023)[10] › **Digital literacy ranking**: Mexico is only somewhat digitally mature. The International Institute for Management Development's World Digital Competitiveness Ranking 2022 ranked Mexico in the 53rd position out of the 65 countries that were evaluated.[11] › **Other relevant data:** N/A.

5. GDP (current US$) - Mexico | Data
6. Mexico - Digital Economy
7. Mexico - Digital Economy
8. World Economic Outlook (October 2024) - Inflation rate, average consumer prices
9. ENCS.ENG.final.pdf
10. Individuals using the Internet (% of population) - Mexico | Data
11. Mexico - Internet and Digital Economy

POLITICAL AGREEMENTS AND RELATIONS WITH CANADA	
Political Agreements and Relations with Canada	› Canada and Mexico share over 80 years of diplomatic relations, characterized by deep people-to-people connections, cultural exchanges, and growing academic collaborations. › In 2024, over 2.6 million Canadians visited Mexico, and nearly 60,000 Mexican workers came to Canada in 2023 under various labor programs, highlighting significant bilateral movement. › Canada issued over 11,000 study permits to Mexican students in 2023, with over 300 MOUs facilitating academic exchanges between Canadian and Mexican institutions. › The Canada-Mexico Action Plan and strategic security programs enhance cooperation on prosperity, sustainability, safety, and regional competitiveness, supported by regular high-level consultations. › Bilateral trade reached nearly $55 billion in 2023, with Mexico being Canada's third-largest trading partner and a priority market for Canadian exports and investments, supported by the Canada-US-Mexico Free Trade Agreement (CUSMA).[12]

MAJOR PLAYERS

Government

Coordinación Nacional de Ciberseguridad (NCC) [13]

The Coordinación Nacional de Ciberseguridad (NCC) in Mexico is responsible for coordinating national cybersecurity efforts, focusing on protecting critical infrastructure, promoting research, and fostering collaboration among various stakeholders. The NCC aims to enhance cybersecurity resilience through specialized training, cross-border cooperation, communication with national and European actors, and community building. It also prioritizes the protection of critical infrastructure, incident response planning, and the promotion of cybersecurity culture through education and collaboration with public and private entities.

Private Sector

Scitum[14]

Scitum, a subsidiary of Telmex, is one of the leading cybersecurity firms in Mexico. It offers a comprehensive range of services including risk management, security consulting, managed security services, and incident response. Scitum is known for its advanced Security Operations Center (SOC) and its ability to provide tailored solutions to meet the specific needs of its clients across various industries.

Metabase Q [15]

Metabase Q is a prominent cybersecurity company in Mexico that focuses on protecting organizations from cyber threats through innovative technologies and services. The company provides threat intelligence, vulnerability management, and incident response services. Metabase Q is recognized for its expertise in identifying and mitigating advanced persistent threats (APTs) and its commitment to enhancing the cybersecurity posture of its clients.

KIO Networks[16]

KIO Networks is a major player in the Mexican cybersecurity market, offering a wide array of IT and cybersecurity services. Their offerings include cloud security, data protection, network security, and managed security services. KIO Networks operates several data centers and provides robust cybersecurity solutions to ensure the integrity, confidentiality, and availability of their clients' data and systems

12. Canada-Mexico relations
13. National Cybersecurity Coordination - Agencia Nacional de Ciberseguridad
14. Scitum - The cybersecurity company in Mexico
15. Metabase Q - Reduce Cyber Risk with Centralized Management
16. KIO : Data Center EN

Academic

Instituto Politécnico Nacional (IPN) - Escuela Superior de Cómputo (ESCOM) [17]
The Escuela Superior de Cómputo (ESCOM) at IPN offers specialized programs and research opportunities in cybersecurity. The institution focuses on areas such as network security, cryptography, and secure software development. ESCOM is committed to advancing cybersecurity knowledge through rigorous academic programs and research initiatives.

Universidad de Guadalajara (UDG) - Centro Universitario de Ciencias Exactas e Ingenierías (CUCEI)[18]
The CUCEI at Universidad de Guadalajara conducts research and offers academic programs in cybersecurity. The center focuses on developing secure systems, protecting critical infrastructure, and addressing emerging cyber threats. CUCEI collaborates with industry and government partners to enhance cybersecurity education and research.

Association

Asociación de Internet MX[19]
The Asociación de Internet MX is a prominent industry association that focuses on promoting the development and secure use of the internet in Mexico. It brings together various stakeholders, including businesses, government entities, and academia, to address cybersecurity challenges and advocate for best practices. The association organizes events, provides training, and conducts research to enhance cybersecurity awareness and resilience across the country.

Asociación Mexicana de Ciberseguridad (AMECI) [20]
The Asociación Mexicana de Ciberseguridad (AMECI) is dedicated to improving cybersecurity standards and practices in Mexico. It serves as a platform for professionals and organizations to collaborate, share knowledge, and develop strategies to combat cyber threats. AMECI offers certifications, training programs, and networking opportunities to help members stay updated on the latest cybersecurity trends and technologies.

INTERNATIONAL COMPETITION

Since 2021, a total of 17 cybersecurity-related foreign direct investment projects have been identified in Mexico. Of these, four originated from the U.S. and three from Chile, highlighting these two countries as major international competitors in Mexico's cybersecurity FDI market. Other countries actively investing in this industry in Mexico include France, Germany, Israel, the Netherlands, and the UK.

The Mexican cybersecurity market has become increasingly attractive to international players, resulting in a dynamic and competitive landscape. In 2025, French-born Neverhack[21], an IBM gold partner, established operations in Mexico as part of its broader Latin American expansion strategy. With a goal of reaching a workforce of 1,200 experts, Neverhack offers a comprehensive range of cybersecurity services, including consulting, auditing, and advanced AI-driven enterprise solutions. This move reflects a growing trend among global cybersecurity firms to deepen their presence in Mexico, leveraging both innovation and scale.

A common approach for international entrants, particularly mid to large-sized firms, is to acquire established local companies with active client portfolios. For example, Spain-based Knowmad Mood entered the Mexican market in 2024 by acquiring the Mexican group Antea[22]. This acquisition enabled Knowmad Mood to quickly consolidate its cybersecurity and digital transformation offerings in both Mexico and the broader Latin American region, highlighting the strategic value of local partnerships in accelerating market penetration.

Several international companies have chosen to operate in Mexico under their original brands, further intensifying competition. U.S.-based Palo Alto Networks and Checkpoint Systems (headquartered in the U.S. and owned by Canada's CCL Industries) have both established direct operations, expanding their reach and service capabilities. Meanwhile, Fortinet remains a dominant force, commanding over 72% of the security hardware segment, underscoring the strong foothold some global players have already achieved. Collectively, these developments illustrate a highly competitive and rapidly evolving market, with international firms employing diverse strategies to capture market share and address the growing demand for cybersecurity solutions in Mexico.

17. Escuela Superior de Cómputo - IPN
18. Centro Universitario de Ciencias Exactas e Ingenierías |
19. Asociación de Internet MX. Estudios y Hábitos Digitales
20. INICIO - Asociación Méxicana de Ciberseguridad
21. Neverhack Launches in Mexico, Warns of Rising Cyber Threats
22. knowmad mood enters the Mexican market and strengthens its cybersecurity leadership with the acquisition of Grupo Antea

STRENGTHS AND WEAKNESS OF CYBER SECURITY ECOSYSTEM [23] [24]

STRENGTHS

- **Market Growth:** The cybersecurity market in Mexico is projected to grow at a CAGR of 8.11% from 2023 to 2028, reaching a market volume of USD 3.19 billion. This growth is driven by increasing demand for cybersecurity solutions across sectors such as banking, retail, and energy.
- **Digitalization and Awareness:** Mexico has seen significant digitalization, increasing awareness of cyber risks. This has led to a mature market that continues to expand as cyber-attacks become more frequent.

WEAKNESS

- **Lack of Comprehensive Legislation:** Mexico lacks a dedicated cybersecurity legislation, and no single competent authority oversees cybersecurity efforts. Current cybersecurity proposals are still being evaluated in the Senate.
- **Government Prioritization:** The adoption of cybersecurity solutions has not been a priority for the current government, impacting the robustness of cybersecurity infrastructure.
- **Workforce Shortage:** There is a significant shortage of cybersecurity professionals, with an estimated need for 260,000 workers in the sector.

MAIN NEEDS/END CUSTOMERS/MAJOR PROJECTS IN PROGRESS TO COME

- **Increasing Cyber-Attacks**: Mexico was the most attacked country in Latin America in 2023, with over 14 million attacks, highlighting the urgent need for improved cybersecurity measures.
- **Emerging Technologies**: The adoption of technologies like Artificial Intelligence and the Internet of Things is driving the need for strengthened cyber defenses.
- **Cybersecurity Solutions**: With increasing cyber threats, there is a growing demand for advanced cybersecurity solutions and services, especially in sectors like financial services and e-commerce.
- **Investment in Technology**: There is an opportunity for investment in cybersecurity technology, training, and infrastructure to meet the growing demand and address the vulnerabilities in the market.

MARKET PENETRATION: OPTIMAL APPROACH AND OTHER CONSIDERATIONS[25]

To successfully penetrate the Mexican market, companies should start by establishing an agent, representative, or authorized distributor for their products and services, or by opening a representative office. Given the market's size, it is essential to consider specific regional territories. Many firms find it effective to assign Mexican agents or distributors in different locations, typically focusing on Mexico City for central and southern Mexico, Guadalajara for western Mexico, Monterrey for northeastern Mexico, and Baja California for the northwestern border and maquiladora zones. For selling to the government, having a local office or representative is crucial, especially for regulated products or services like healthcare solutions, which require time and local support for regulatory approvals.

23. ISRAELS ECONOMIC OFFICE TO MEXICO.pdf
24. Mexico CyberSecurity Market
25. Mexico - Market Entry Strategy

Promotional plans are also vital for market entry. Trade shows, advertising, social media campaigns, and sales calls are effective in Mexico. Mexican buyers are generally price-sensitive, and government buyers adhere to strict rules favoring the lowest price offers, making an effective pricing structure key. Legal counsel, intellectual property protection, sales, shipping, labor relations, and after-sales support should all be integral parts of the strategy.

EVENTS

- **Mexico Cybersecurity Summit** October 22, 2025
- **Infosecurity Mexico** September 30 – October 1, 2025

BUSINESS ENVIRONMENT AND PRACTICAL ADVICE[26]

With a GDP of USD 1.4 trillion, Mexico is the second-largest economy in Latin America and the largest Spanish-speaking country in the world. As an upper middle-income member of the G20 and OECD, Mexico has a per capita GDP of USD 11,091. However, its average annual GDP growth rate of 2% since NAFTA's inception (replaced by USMCA in July 2020) has been slower than most emerging markets, partly due to high labor informality, poverty, and declining oil production. The COVID-19 pandemic significantly impacted Mexico's economy, but it showed resilience with a 4.7% GDP growth in 2021, followed by a 3.1% growth in 2022.

Despite these opportunities, challenges remain. Inefficient government bureaucracy, regulatory transparency issues, and high interest rates can deter investment. The López Obrador administration has implemented changes in government procurement, healthcare, economic development, energy policy, and infrastructure priorities, which present both opportunities and challenges. The banking system, while showing growth, still poses difficulties for small and medium-sized enterprises in obtaining affordable financing. U.S. companies must conduct thorough due diligence and be cautious in extending credit.

26. Mexico - Market Challenges

Useful Contacts

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Find Out More

- Please see footnotes

In-Sec-M's Mission Report 2025