



## Compradores plaza por estado COMPRADORES TOTAL DE MARZO 2025

| Estado              | MARZO 2024 | % respecto al total | MARZO 2025 | % respecto al total | Var. % Anual | Diferencia |
|---------------------|------------|---------------------|------------|---------------------|--------------|------------|
| Aguascalientes      | 1,922      | 1.5%                | 2,020      | 1.6%                | 5.1%         | 98         |
| Baja California     | 2,672      | 2.1%                | 2,771      | 2.2%                | 3.7%         | 99         |
| Baja California Sur | 874        | 0.7%                | 1,060      | 0.8%                | 21.3%        | 186        |
| Campeche            | 892        | 0.7%                | 845        | 0.7%                | -5.3%        | -47        |
| Chiapas             | 2,593      | 2.1%                | 2,679      | 2.1%                | 3.3%         | 86         |
| Chihuahua           | 2,676      | 2.1%                | 2,662      | 2.1%                | -0.5%        | -14        |
| CDMX                | 22,226     | 17.7%               | 20,373     | 16.1%               | -8.3%        | -1,853     |
| Coahuila            | 3,232      | 2.6%                | 3,511      | 2.8%                | 8.6%         | 279        |
| Colima              | 943        | 0.7%                | 1,092      | 0.9%                | 15.8%        | 149        |
| Durango             | 989        | 0.8%                | 1,050      | 0.8%                | 6.2%         | 61         |
| Edo. de México      | 14,255     | 11.3%               | 15,514     | 12.3%               | 8.8%         | 1,259      |
| Guanajuato          | 4,960      | 3.9%                | 4,910      | 3.9%                | -1.0%        | -50        |
| Guerrero            | 1,659      | 1.3%                | 1,518      | 1.2%                | -8.5%        | -141       |
| Hidalgo             | 1,640      | 1.3%                | 1,962      | 1.6%                | 19.6%        | 322        |
| Jalisco             | 10,051     | 8.0%                | 9,871      | 7.8%                | -1.8%        | -180       |
| Michoacán           | 2,410      | 1.9%                | 2,821      | 2.2%                | 17.1%        | 411        |
| Morelos             | 1,704      | 1.4%                | 1,654      | 1.3%                | -2.9%        | -50        |
| Nayarit             | 922        | 0.7%                | 1,096      | 0.9%                | 18.9%        | 174        |
| Nuevo León          | 11,621     | 9.2%                | 11,577     | 9.2%                | -0.4%        | -44        |
| Oaxaca              | 2,206      | 1.8%                | 2,134      | 1.7%                | -3.3%        | -72        |
| Puebla              | 5,602      | 4.5%                | 6,035      | 4.8%                | 7.7%         | 433        |
| Querétaro           | 3,108      | 2.5%                | 2,935      | 2.3%                | -5.6%        | -173       |
| Quintana Roo        | 3,136      | 2.5%                | 2,863      | 2.3%                | -8.7%        | -273       |
| San Luis Potosí     | 2,180      | 1.7%                | 2,383      | 1.9%                | 9.3%         | 203        |
| Sinaloa             | 2,784      | 2.2%                | 2,038      | 1.6%                | -26.8%       | -746       |
| Sonora              | 2,390      | 1.9%                | 2,555      | 2.0%                | 6.90%        | 165        |
| Tabasco             | 2,153      | 1.7%                | 1,819      | 1.4%                | -15.5%       | -334       |
| Tamaulipas          | 2,965      | 2.4%                | 3,014      | 2.4%                | 1.7%         | 49         |
| Tlaxcala            | 851        | 0.7%                | 909        | 0.7%                | 6.8%         | 58         |
| Veracruz            | 5,240      | 4.2%                | 5,287      | 4.2%                | 0.9%         | 47         |
| Yucatán             | 2,874      | 2.3%                | 2,875      | 2.3%                | 0.0%         | 1          |
| Zacatecas           | 758        | 0.6%                | 1,221      | 1.0%                | 61.1%        | 463        |
| Otras Marcas        | 1,360      | 1.1%                | 1,349      | 1.1%                | -0.8%        | -11        |
| Total               | 125,848    | 100.0%              | 126,403    | 100.0%              | 0.4%         | 555        |

Fuente: Urban Science

Nota: Se refiere a información de compradores. Las marcas Jaguar, Land Rover, Mercedes-Benz se reflejan en "Otras Marcas"

La información de compradores se refiere a los registros de acuerdo a la plaza, ciudad o estado domicilio del comprador (cliente final).

Las marcas con infomación disponible y que integran el presente reporte se despliegan en la hoja titulada "Resumen Marcas Estados" y "Resumen Marcas"

| Estado                | MARZO 2025   | Lugar |
|-----------------------|--------------|-------|
| CDMX                  | 20,373       | 1     |
| Edo. de México        | 15,514       | 2     |
| Nuevo León            | 11,577       | 3     |
| Jalisco               | 9,871        | 4     |
| Puebla                | 6,035        | 5     |
| Veracruz              | 5,287        | 6     |
| Guanajuato            | 4,910        | 7     |
| <b>MEDIA NACIONAL</b> | <b>3,907</b> |       |
| Coahuila              | 3,511        | 8     |
| Tamaulipas            | 3,014        | 9     |
| Querétaro             | 2,935        | 10    |
| Yucatán               | 2,875        | 11    |
| Quintana Roo          | 2,863        | 12    |
| Michoacán             | 2,821        | 13    |
| Baja Calíformia       | 2,771        | 14    |
| Chiapas               | 2,679        | 15    |
| Chihuahua             | 2,662        | 16    |
| Sonora                | 2,555        | 17    |
| San Luis Potosí       | 2,383        | 18    |
| Oaxaca                | 2,134        | 19    |
| Sinaloa               | 2,038        | 20    |
| Aguascalientes        | 2,020        | 21    |
| Hidalgo               | 1,962        | 22    |
| Tabasco               | 1,819        | 23    |
| Morelos               | 1,654        | 24    |
| Guerrero              | 1,518        | 25    |
| Zacatecas             | 1,221        | 26    |
| Nayarit               | 1,096        | 27    |
| Colima                | 1,092        | 28    |
| Baja California Sur   | 1,060        | 29    |
| Durango               | 1,050        | 30    |
| Tlaxcala              | 909          | 31    |
| Campeche              | 845          | 32    |
| Otras Marcas          | 1,349        | 0     |
| Total República       | 126,403      |       |



## Compradores plaza por estado

### ACUMULADO DE COMPRADORES TOTAL DE ENERO A MARZO 2025

| Estado              | ENERO A MARZO | % respecto al total | ENERO A MARZO | % respecto al total | Var. % Anual |        | Diferencia |        |
|---------------------|---------------|---------------------|---------------|---------------------|--------------|--------|------------|--------|
|                     | 2024          |                     | 2025          |                     |              |        |            |        |
| Aguascalientes      | 5,223         | 1.5%                | 6,166         | 1.7%                |              | 18.1%  |            | 943    |
| Baja California     | 7,600         | 2.2%                | 7,965         | 2.2%                |              | 4.8%   |            | 365    |
| Baja California Sur | 2,714         | 0.8%                | 3,254         | 0.9%                |              | 19.9%  |            | 540    |
| Campeche            | 2,665         | 0.8%                | 2,625         | 0.7%                |              | -1.5%  |            | -40    |
| Chiapas             | 7,038         | 2.0%                | 7,966         | 2.2%                |              | 13.2%  |            | 928    |
| Chihuahua           | 7,694         | 2.2%                | 7,639         | 2.1%                |              | -0.7%  |            | -55    |
| CDMX                | 58,852        | 16.7%               | 57,991        | 16.0%               |              | -1.5%  |            | -861   |
| Coahuila            | 9,037         | 2.6%                | 9,854         | 2.7%                |              | 9.0%   |            | 817    |
| Colima              | 2,700         | 0.8%                | 3,195         | 0.9%                |              | 18.3%  |            | 495    |
| Durango             | 2,852         | 0.8%                | 2,974         | 0.8%                |              | 4.3%   |            | 122    |
| Edo. de México      | 41,948        | 11.9%               | 43,135        | 11.9%               |              | 2.8%   |            | 1,187  |
| Guanajuato          | 14,159        | 4.0%                | 14,356        | 4.0%                |              | 1.4%   |            | 197    |
| Guerrero            | 4,418         | 1.2%                | 4,487         | 1.2%                |              | 1.6%   |            | 69     |
| Hidalgo             | 4,851         | 1.4%                | 5,460         | 1.5%                |              | 12.6%  |            | 609    |
| Jalisco             | 28,313        | 8.0%                | 27,868        | 7.7%                |              | -1.6%  |            | -445   |
| Michoacán           | 7,088         | 2.0%                | 8,042         | 2.2%                |              | 13.5%  |            | 954    |
| Morelos             | 4,970         | 1.4%                | 4,915         | 1.4%                |              | -1.1%  |            | -55    |
| Nayarit             | 2,727         | 0.8%                | 2,957         | 0.8%                |              | 8.4%   |            | 230    |
| Nuevo León          | 31,498        | 8.9%                | 32,390        | 8.9%                |              | 2.8%   |            | 892    |
| Oaxaca              | 6,019         | 1.7%                | 6,604         | 1.8%                |              | 9.7%   |            | 585    |
| Puebla              | 15,500        | 4.4%                | 17,085        | 4.7%                |              | 10.2%  |            | 1,585  |
| Querétaro           | 8,787         | 2.5%                | 8,807         | 2.4%                |              | 0.2%   |            | 20     |
| Quintana Roo        | 8,336         | 2.4%                | 8,893         | 2.4%                |              | 6.7%   |            | 557    |
| San Luis Potosí     | 6,335         | 1.8%                | 7,559         | 2.1%                |              | 19.3%  |            | 1,224  |
| Sinaloa             | 8,853         | 2.5%                | 5,778         | 1.6%                |              | -34.7% |            | -3,075 |
| Sonora              | 6,836         | 1.9%                | 6,999         | 1.9%                |              | 2.38%  |            | 163    |
| Tabasco             | 6,027         | 1.7%                | 5,449         | 1.5%                |              | -9.6%  |            | -578   |
| Tamaulipas          | 8,619         | 2.4%                | 8,940         | 2.5%                |              | 3.7%   |            | 321    |
| Tlaxcala            | 2,493         | 0.7%                | 2,734         | 0.8%                |              | 9.7%   |            | 241    |
| Veracruz            | 15,209        | 4.3%                | 15,928        | 4.4%                |              | 4.7%   |            | 719    |
| Yucatán             | 8,244         | 2.3%                | 8,517         | 2.3%                |              | 3.3%   |            | 273    |
| Zacatecas           | 2,459         | 0.7%                | 3,172         | 0.9%                |              | 29.0%  |            | 713    |
| Otras Marcas        | 3,391         | 1.0%                | 3,546         | 1.0%                |              | 4.6%   |            | 155    |
| Total               | 353,455       | 100.0%              | 363,250       | 100.0%              |              | 2.8%   |            | 9,795  |

Fuente: Urban Science

Nota: Se refiere a información de compradores. Las marcas Jaguar, Land Rover, Mercedes-Benz se reflejan en "Otras Marcas"

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| Estado                 | ENERO A MARZO  | Lugar |
|------------------------|----------------|-------|
|                        | 2025           |       |
| CDMX                   | 57,991         | 1     |
| Edo. de México         | 43,135         | 2     |
| Nuevo León             | 32,390         | 3     |
| Jalisco                | 27,868         | 4     |
| Puebla                 | 17,085         | 5     |
| Veracruz               | 15,928         | 6     |
| Guanajuato             | 14,356         | 7     |
| <b>MEDIA NACIONAL</b>  | <b>11,240</b>  |       |
| Coahuila               | 9,854          | 8     |
| Tamaulipas             | 8,940          | 9     |
| Quintana Roo           | 8,893          | 10    |
| Querétaro              | 8,807          | 11    |
| Yucatán                | 8,517          | 12    |
| Michoacán              | 8,042          | 13    |
| Chiapas                | 7,966          | 14    |
| Baja California        | 7,965          | 15    |
| Chihuahua              | 7,639          | 16    |
| San Luis Potosí        | 7,559          | 17    |
| Sonora                 | 6,999          | 18    |
| Oaxaca                 | 6,604          | 19    |
| Aguascalientes         | 6,166          | 20    |
| Sinaloa                | 5,778          | 21    |
| Hidalgo                | 5,460          | 22    |
| Tabasco                | 5,449          | 23    |
| Morelos                | 4,915          | 24    |
| Guerrero               | 4,487          | 25    |
| Baja California Sur    | 3,254          | 26    |
| Colima                 | 3,195          | 27    |
| Zacatecas              | 3,172          | 28    |
| Durango                | 2,974          | 29    |
| Nayarit                | 2,957          | 30    |
| Tlaxcala               | 2,734          | 31    |
| Campeche               | 2,625          | 32    |
| Otras Marcas           | 3,546          | 0     |
| <b>Total República</b> | <b>363,250</b> |       |



## Compradores plaza por estado COMPRADORES FLOTILLA DE MARZO 2025

| Estado              | MARZO 2024 | % respecto al total | MARZO 2025 | % respecto al total | Var. % Anual | Diferencia |
|---------------------|------------|---------------------|------------|---------------------|--------------|------------|
| Aguascalientes      | 268        | 1.3%                | 338        | 1.6%                | 26.1%        | 70         |
| Baja California     | 132        | 0.6%                | 135        | 0.7%                | 2.3%         | 3          |
| Baja California Sur | 226        | 1.1%                | 317        | 1.5%                | 40.3%        | 91         |
| Campeche            | 36         | 0.2%                | 21         | 0.1%                | -41.7%       | -15        |
| Chiapas             | 98         | 0.5%                | 93         | 0.4%                | -5.1%        | -5         |
| Chihuahua           | 140        | 0.7%                | 132        | 0.6%                | -5.7%        | -8         |
| CDMX                | 7,863      | 37.7%               | 6,638      | 32.0%               | -15.6%       | -1,225     |
| Coahuila            | 284        | 1.4%                | 279        | 1.3%                | -1.8%        | -5         |
| Colima              | 41         | 0.2%                | 56         | 0.3%                | 36.6%        | 15         |
| Durango             | 64         | 0.3%                | 66         | 0.3%                | 3.1%         | 2          |
| Edo. de México      | 2,429      | 11.6%               | 3,651      | 17.6%               | 50.3%        | 1,222      |
| Guanajuato          | 636        | 3.0%                | 397        | 1.9%                | -37.6%       | -239       |
| Guerrero            | 69         | 0.3%                | 91         | 0.4%                | 31.9%        | 22         |
| Hidalgo             | 75         | 0.4%                | 68         | 0.3%                | -9.3%        | -7         |
| Jalisco             | 1,772      | 8.5%                | 1,702      | 8.2%                | -4.0%        | -70        |
| Michoacán           | 234        | 1.1%                | 176        | 0.8%                | -24.8%       | -58        |
| Morelos             | 213        | 1.0%                | 98         | 0.5%                | -54.0%       | -115       |
| Nayarit             | 51         | 0.2%                | 34         | 0.2%                | -33.3%       | -17        |
| Nuevo León          | 2,518      | 12.1%               | 2,554      | 12.3%               | 1.4%         | 36         |
| Oaxaca              | 127        | 0.6%                | 78         | 0.4%                | -38.6%       | -49        |
| Puebla              | 1,130      | 5.4%                | 997        | 4.8%                | -11.8%       | -133       |
| Querétaro           | 312        | 1.5%                | 223        | 1.1%                | -28.5%       | -89        |
| Quintana Roo        | 548        | 2.6%                | 490        | 2.4%                | -10.6%       | -58        |
| San Luis Potosí     | 119        | 0.6%                | 363        | 1.8%                | 205.0%       | 244        |
| Sinaloa             | 192        | 0.9%                | 199        | 1.0%                | 3.6%         | 7          |
| Sonora              | 269        | 1.3%                | 308        | 1.5%                | 14.50%       | 39         |
| Tabasco             | 102        | 0.5%                | 111        | 0.5%                | 8.8%         | 9          |
| Tamaulipas          | 167        | 0.8%                | 140        | 0.7%                | -16.2%       | -27        |
| Tlaxcala            | 59         | 0.3%                | 30         | 0.1%                | -49.2%       | -29        |
| Veracruz            | 233        | 1.1%                | 200        | 1.0%                | -14.2%       | -33        |
| Yucatán             | 384        | 1.8%                | 269        | 1.3%                | -29.9%       | -115       |
| Zacatecas           | 59         | 0.3%                | 451        | 2.2%                | 664.4%       | 392        |
| Otras Marcas        | 28         | 0.1%                | 26         | 0.1%                | -7.1%        | -2         |
| Total               | 20,878     | 100.0%              | 20,731     | 100.0%              | -0.7%        | -147       |

Fuente: Urban Science

Nota: Se refiere a información de compradores. Las marcas Jaguar, Land Rover, Mercedes-Benz se reflejan en "Otras Marcas"

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| Estado                 | MARZO 2025    | Lugar |
|------------------------|---------------|-------|
| CDMX                   | 6,638         | 1     |
| Edo. de México         | 3,651         | 2     |
| Nuevo León             | 2,554         | 3     |
| Jalisco                | 1,702         | 4     |
| Puebla                 | 997           | 5     |
| <b>MEDIA NACIONAL</b>  | <b>647</b>    |       |
| Quintana Roo           | 490           | 6     |
| Zacatecas              | 451           | 7     |
| Guanajuato             | 397           | 8     |
| San Luis Potosí        | 363           | 9     |
| Aguascalientes         | 338           | 10    |
| Baja California Sur    | 317           | 11    |
| Sonora                 | 308           | 12    |
| Coahuila               | 279           | 13    |
| Yucatán                | 269           | 14    |
| Querétaro              | 223           | 15    |
| Veracruz               | 200           | 16    |
| Sinaloa                | 199           | 17    |
| Michoacán              | 176           | 18    |
| Tamaulipas             | 140           | 19    |
| Baja California        | 135           | 20    |
| Chihuahua              | 132           | 21    |
| Tabasco                | 111           | 22    |
| Morelos                | 98            | 23    |
| Chiapas                | 93            | 24    |
| Guerrero               | 91            | 25    |
| Oaxaca                 | 78            | 26    |
| Hidalgo                | 68            | 27    |
| Durango                | 66            | 28    |
| Colima                 | 56            | 29    |
| Nayarit                | 34            | 30    |
| Tlaxcala               | 30            | 31    |
| Campeche               | 21            | 32    |
| Otras Marcas           | 26            | 0     |
| <b>Total República</b> | <b>20,731</b> |       |



## Compradores plaza por estado

### ACUMULADO DE COMPRADORES FLOTILLA DE ENERO A MARZO 2025

| Estado              | ENERO A MARZO 2024 | % respecto al total | ENERO A MARZO 2025 | % respecto al total | Var. % Anual | Diferencia |
|---------------------|--------------------|---------------------|--------------------|---------------------|--------------|------------|
| Aguascalientes      | 646                | 1.3%                | 1272               | 2.4%                | 96.9%        | 626        |
| Baja California     | 420                | 0.8%                | 315                | 0.6%                | -25.0%       | -105       |
| Baja California Sur | 660                | 1.3%                | 1078               | 2.0%                | 63.3%        | 418        |
| Campeche            | 92                 | 0.2%                | 57                 | 0.1%                | -38.0%       | -35        |
| Chiapas             | 230                | 0.5%                | 268                | 0.5%                | 16.5%        | 38         |
| Chihuahua           | 362                | 0.7%                | 286                | 0.5%                | -21.0%       | -76        |
| Ciudad De México    | 17620              | 35.4%               | 17531              | 32.9%               | -0.5%        | -89        |
| Coahuila            | 607                | 1.2%                | 539                | 1.0%                | -11.2%       | -68        |
| Colima              | 140                | 0.3%                | 117                | 0.2%                | -16.4%       | -23        |
| Durango             | 107                | 0.2%                | 138                | 0.3%                | 29.0%        | 31         |
| Edo. de México      | 7673               | 15.4%               | 8395               | 15.8%               | 9.4%         | 722        |
| Guanajuato          | 1295               | 2.6%                | 1099               | 2.1%                | -15.1%       | -196       |
| Guerrero            | 190                | 0.4%                | 199                | 0.4%                | 4.7%         | 9          |
| Hidalgo             | 184                | 0.4%                | 189                | 0.4%                | 2.7%         | 5          |
| Jalisco             | 3805               | 7.6%                | 3832               | 7.2%                | 0.7%         | 27         |
| Michoacán           | 462                | 0.9%                | 408                | 0.8%                | -11.7%       | -54        |
| Morelos             | 502                | 1.0%                | 387                | 0.7%                | -22.9%       | -115       |
| Nayarit             | 108                | 0.2%                | 80                 | 0.2%                | -25.9%       | -28        |
| Nuevo León          | 5672               | 11.4%               | 6708               | 12.6%               | 18.3%        | 1,036      |
| Oaxaca              | 237                | 0.5%                | 207                | 0.4%                | -12.7%       | -30        |
| Puebla              | 2680               | 5.4%                | 2573               | 4.8%                | -4.0%        | -107       |
| Querétaro           | 642                | 1.3%                | 652                | 1.2%                | 1.6%         | 10         |
| Quintana Roo        | 1101               | 2.2%                | 1571               | 2.9%                | 42.7%        | 470        |
| San Luis Potosí     | 281                | 0.6%                | 1335               | 2.5%                | 375.1%       | 1,054      |
| Sinaloa             | 1140               | 2.3%                | 453                | 0.9%                | -60.3%       | -687       |
| Sonora              | 476                | 1.0%                | 488                | 0.9%                | 2.52%        | 12         |
| Tabasco             | 217                | 0.4%                | 350                | 0.7%                | 61.3%        | 133        |
| Tamaulipas          | 360                | 0.7%                | 397                | 0.7%                | 10.3%        | 37         |
| Tlaxcala            | 110                | 0.2%                | 64                 | 0.1%                | -41.8%       | -46        |
| Veracruz            | 596                | 1.2%                | 528                | 1.0%                | -11.4%       | -68        |
| Yucatán             | 838                | 1.7%                | 828                | 1.6%                | -1.2%        | -10        |
| Zacatecas           | 304                | 0.6%                | 876                | 1.6%                | 188.2%       | 572        |
| Otras Marcas        | 79                 | 0.2%                | 72                 | 0.1%                | -8.9%        | -7         |
| Total               | 49,836             | 100.0%              | 53,292             | 100.0%              | 6.9%         | 3,456      |

Fuente: Urban Science

Nota: Se refiere a información de compradores. Las marcas Jaguar, Land Rover, Mercedes-Benz se reflejan en "Otras Marcas"

La información de compradores se refiere a los registros de acuerdo a la plaza, ciudad o estado domicilio del comprador (cliente final).

Las marcas con información disponible y que integran el presente reporte se despliegan en la hoja titulada "Resumen Marcas Estados" y "Resumen Marcas"

| Estado                 | ENERO A MARZO 2025 | Lugar |
|------------------------|--------------------|-------|
| CDMX                   | 17,531             | 1     |
| Edo. de México         | 8,395              | 2     |
| Nuevo León             | 6,708              | 3     |
| Jalisco                | 3,832              | 4     |
| Puebla                 | 2,573              | 5     |
| <b>MEDIA NACIONAL</b>  | <b>1,663</b>       |       |
| Quintana Roo           | 1,571              | 6     |
| San Luis Potosí        | 1,335              | 7     |
| Aguascalientes         | 1,272              | 8     |
| Guanajuato             | 1,099              | 9     |
| Baja California Sur    | 1,078              | 10    |
| Zacatecas              | 876                | 11    |
| Yucatán                | 828                | 12    |
| Querétaro              | 652                | 13    |
| Coahuila               | 539                | 14    |
| Veracruz               | 528                | 15    |
| Sonora                 | 488                | 16    |
| Sinaloa                | 453                | 17    |
| Michoacán              | 408                | 18    |
| Tamaulipas             | 397                | 19    |
| Morelos                | 387                | 20    |
| Tabasco                | 350                | 21    |
| Baja California        | 315                | 22    |
| Chihuahua              | 286                | 23    |
| Chiapas                | 268                | 24    |
| Oaxaca                 | 207                | 25    |
| Guerrero               | 199                | 26    |
| Hidalgo                | 189                | 27    |
| Durango                | 138                | 28    |
| Colima                 | 117                | 29    |
| Nayarit                | 80                 | 30    |
| Tlaxcala               | 64                 | 31    |
| Campeche               | 57                 | 32    |
| Otras Marcas           | 72                 | 0     |
| <b>Total República</b> | <b>53,292</b>      |       |