



**Compradores plaza por estado**  
**COMPRADORES DE NOVIEMBRE 2022**

| Estado              | NOVIEMBRE 2021 | % respecto al total | NOVIEMBRE 2022 | % respecto al total | Var. % anual | Diferencia    |
|---------------------|----------------|---------------------|----------------|---------------------|--------------|---------------|
| Zacatecas           | 523            | 0.6%                | 974            | 1.0%                | 86.2%        | 451           |
| Baja California Sur | 676            | 0.8%                | 913            | 1.0%                | 35.1%        | 237           |
| Querétaro           | 1,736          | 2.1%                | 2,229          | 2.3%                | 28.4%        | 493           |
| Nayarit             | 606            | 0.7%                | 766            | 0.8%                | 26.4%        | 160           |
| Michoacán           | 1,614          | 2.0%                | 1,994          | 2.1%                | 23.5%        | 380           |
| Sinaloa             | 2,361          | 2.9%                | 2,893          | 3.0%                | 22.5%        | 532           |
| Hidalgo             | 950            | 1.1%                | 1,155          | 1.2%                | 21.6%        | 205           |
| Sonora              | 1,809          | 2.2%                | 2,187          | 2.3%                | 20.9%        | 378           |
| CDMX                | 13,778         | 16.7%               | 16,596         | 17.4%               | 20.5%        | 2,818         |
| Tabasco             | 1,150          | 1.4%                | 1,374          | 1.4%                | 19.5%        | 224           |
| Aguascalientes      | 1,074          | 1.3%                | 1,281          | 1.3%                | 19.3%        | 207           |
| San Luis Potosí     | 1,535          | 1.9%                | 1,812          | 1.9%                | 18.0%        | 277           |
| Guerrero            | 764            | 0.9%                | 891            | 0.9%                | 16.6%        | 127           |
| Guanajuato          | 3,001          | 3.6%                | 3,489          | 3.7%                | 16.3%        | 488           |
| Edo. de México      | 9,234          | 11.2%               | 10,709         | 11.2%               | 16.0%        | 1,475         |
| Colima              | 626            | 0.8%                | 722            | 0.8%                | 15.3%        | 96            |
| Nuevo León          | 7,612          | 9.2%                | 8,643          | 9.1%                | 13.5%        | 1,031         |
| Chihuahua           | 2,174          | 2.6%                | 2,468          | 2.6%                | 13.5%        | 294           |
| Jalisco             | 6,720          | 8.1%                | 7,597          | 8.0%                | 13.1%        | 877           |
| Tlaxcala            | 531            | 0.6%                | 600            | 0.6%                | 13.0%        | 69            |
| Morelos             | 1,274          | 1.5%                | 1,427          | 1.5%                | 12.0%        | 153           |
| Baja California     | 2,155          | 2.6%                | 2,411          | 2.5%                | 11.9%        | 256           |
| Puebla              | 3,394          | 4.1%                | 3,791          | 4.0%                | 11.7%        | 397           |
| Campeche            | 561            | 0.7%                | 622            | 0.7%                | 10.9%        | 61            |
| Durango             | 748            | 0.9%                | 808            | 0.8%                | 8.0%         | 60            |
| Yucatán             | 2,117          | 2.6%                | 2,262          | 2.4%                | 6.8%         | 145           |
| Coahuila            | 2,304          | 2.8%                | 2,449          | 2.6%                | 6.3%         | 145           |
| Tamaulipas          | 2,254          | 2.7%                | 2,386          | 2.5%                | 5.9%         | 132           |
| Veracruz            | 3,400          | 4.1%                | 3,547          | 3.7%                | 4.3%         | 147           |
| Oaxaca              | 1,335          | 1.6%                | 1,376          | 1.4%                | 3.1%         | 41            |
| Quintana Roo        | 1,770          | 2.1%                | 1,815          | 1.9%                | 2.5%         | 45            |
| Chiapas             | 1,526          | 1.8%                | 1,480          | 1.6%                | -3.0%        | -46           |
| Otras Marcas        | 1,300          | 1.6%                | 1,747          | 1.8%                | 34.4%        | 447           |
| <b>Total</b>        | <b>82,612</b>  | <b>100.0%</b>       | <b>95,414</b>  | <b>100.0%</b>       | <b>15.5%</b> | <b>12,802</b> |

Fuente: Urban Science

Nota: Se refiere a información de compradores. No incluye información de Isuzu, Jaguar, Land Rover, Mercedes-Benz. Estas marcas 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).

| Estado                 | NOVIEMBRE 2022 | Lugar |
|------------------------|----------------|-------|
| CDMX                   | 16,596         | 1     |
| Edo. de México         | 10,709         | 2     |
| Nuevo León             | 8,643          | 3     |
| Jalisco                | 7,597          | 4     |
| Puebla                 | 3,791          | 5     |
| Veracruz               | 3,547          | 6     |
| Guanajuato             | 3,489          | 7     |
| <b>MEDIA NACIONAL</b>  | <b>2,927</b>   |       |
| Sinaloa                | 2,893          | 8     |
| Chihuahua              | 2,468          | 9     |
| Coahuila               | 2,449          | 10    |
| Baja California        | 2,411          | 11    |
| Tamaulipas             | 2,386          | 12    |
| Yucatán                | 2,262          | 13    |
| Querétaro              | 2,229          | 14    |
| Sonora                 | 2,187          | 15    |
| Michoacán              | 1,994          | 16    |
| Quintana Roo           | 1,815          | 17    |
| San Luis Potosí        | 1,812          | 18    |
| Chiapas                | 1,480          | 19    |
| Morelos                | 1,427          | 20    |
| Oaxaca                 | 1,376          | 21    |
| Tabasco                | 1,374          | 22    |
| Aguascalientes         | 1,281          | 23    |
| Hidalgo                | 1,155          | 24    |
| Zacatecas              | 974            | 25    |
| Baja California Sur    | 913            | 26    |
| Guerrero               | 891            | 27    |
| Durango                | 808            | 28    |
| Nayarit                | 766            | 29    |
| Colima                 | 722            | 30    |
| Campeche               | 622            | 31    |
| Tlaxcala               | 600            | 32    |
| Otras Marcas           | 1,747          | 0     |
| <b>Total República</b> | <b>95,414</b>  |       |



**Compradores plaza por estado**  
**ACUMULADO DE COMPRADORES DE ENERO A NOVIEMBRE 2022**

| Estado              | ENERO A NOVIEMBRE 2021 | % respecto al total | ENERO A NOVIEMBRE 2022 | % respecto al total | Var. % anual | Diferencia    |
|---------------------|------------------------|---------------------|------------------------|---------------------|--------------|---------------|
| Baja California Sur | 6,757                  | 0.7%                | 8,252                  | 0.9%                | 22.1%        | 1,495         |
| Zacatecas           | 6,451                  | 0.7%                | 7,810                  | 0.8%                | 21.1%        | 1,359         |
| Yucatán             | 17,082                 | 1.9%                | 19,606                 | 2.0%                | 14.8%        | 2,524         |
| Morelos             | 13,652                 | 1.5%                | 15,590                 | 1.6%                | 14.2%        | 1,938         |
| Quintana Roo        | 16,602                 | 1.8%                | 18,890                 | 2.0%                | 13.8%        | 2,288         |
| Edo. de México      | 104,684                | 11.4%               | 115,598                | 12.0%               | 10.4%        | 10,914        |
| Nuevo León          | 80,910                 | 8.8%                | 88,728                 | 9.2%                | 9.7%         | 7,818         |
| Nayarit             | 6,958                  | 0.8%                | 7,582                  | 0.8%                | 9.0%         | 624           |
| San Luis Potosí     | 16,942                 | 1.8%                | 18,317                 | 1.9%                | 8.1%         | 1,375         |
| Jalisco             | 73,388                 | 8.0%                | 79,173                 | 8.2%                | 7.9%         | 5,785         |
| Hidalgo             | 10,919                 | 1.2%                | 11,775                 | 1.2%                | 7.8%         | 856           |
| Querétaro           | 21,334                 | 2.3%                | 22,663                 | 2.4%                | 6.2%         | 1,329         |
| Michoacán           | 18,927                 | 2.1%                | 20,077                 | 2.1%                | 6.1%         | 1,150         |
| CDMX                | 148,635                | 16.2%               | 155,708                | 16.2%               | 4.8%         | 7,073         |
| Puebla              | 39,050                 | 4.3%                | 40,477                 | 4.2%                | 3.7%         | 1,427         |
| Guanajuato          | 34,856                 | 3.8%                | 36,098                 | 3.7%                | 3.6%         | 1,242         |
| Tlaxcala            | 6,167                  | 0.7%                | 6,332                  | 0.7%                | 2.7%         | 165           |
| Tamaulipas          | 25,794                 | 2.8%                | 26,285                 | 2.7%                | 1.9%         | 491           |
| Coahuila            | 25,711                 | 2.8%                | 26,098                 | 2.7%                | 1.5%         | 387           |
| Sonora              | 21,549                 | 2.4%                | 21,837                 | 2.3%                | 1.3%         | 288           |
| Durango             | 8,326                  | 0.9%                | 8,370                  | 0.9%                | 0.5%         | 44            |
| Colima              | 7,488                  | 0.8%                | 7,510                  | 0.8%                | 0.3%         | 22            |
| Aguascalientes      | 12,439                 | 1.4%                | 12,459                 | 1.3%                | 0.2%         | 20            |
| Campeche            | 6,560                  | 0.7%                | 6,564                  | 0.7%                | 0.1%         | 4             |
| Oaxaca              | 14,642                 | 1.6%                | 14,570                 | 1.5%                | -0.5%        | -72           |
| Sinaloa             | 26,781                 | 2.9%                | 26,369                 | 2.7%                | -1.5%        | -412          |
| Chihuahua           | 24,970                 | 2.7%                | 24,344                 | 2.5%                | -2.5%        | -626          |
| Guerrero            | 9,028                  | 1.0%                | 8,781                  | 0.9%                | -2.7%        | -247          |
| Tabasco             | 13,995                 | 1.5%                | 13,608                 | 1.4%                | -2.8%        | -387          |
| Veracruz            | 38,666                 | 4.2%                | 37,583                 | 3.9%                | -2.8%        | -1,083        |
| Baja California     | 25,719                 | 2.8%                | 24,821                 | 2.6%                | -3.5%        | -898          |
| Chiapas             | 17,528                 | 1.9%                | 16,809                 | 1.7%                | -4.1%        | -719          |
| Otras Marcas        | 13,800                 | 1.5%                | 15,033                 | 1.6%                | 8.9%         | 1,233         |
| <b>Total</b>        | <b>916,310</b>         | <b>100.0%</b>       | <b>963,717</b>         | <b>100.0%</b>       | <b>5.2%</b>  | <b>47,407</b> |

Fuente: Urban Science

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

| Estado                 | ENERO A NOVIEMBRE 2022 | Lugar |
|------------------------|------------------------|-------|
| CDMX                   | 155,708                | 1     |
| Edo. de México         | 115,598                | 2     |
| Nuevo León             | 88,728                 | 3     |
| Jalisco                | 79,173                 | 4     |
| Puebla                 | 40,477                 | 5     |
| Veracruz               | 37,583                 | 6     |
| Guanajuato             | 36,098                 | 7     |
| <b>MEDIA NACIONAL</b>  | <b>29,646</b>          |       |
| Sinaloa                | 26,369                 | 8     |
| Tamaulipas             | 26,285                 | 9     |
| Coahuila               | 26,098                 | 10    |
| Baja California        | 24,821                 | 11    |
| Chihuahua              | 24,344                 | 12    |
| Querétaro              | 22,663                 | 13    |
| Sonora                 | 21,837                 | 14    |
| Michoacán              | 20,077                 | 15    |
| Yucatán                | 19,606                 | 16    |
| Quintana Roo           | 18,890                 | 17    |
| San Luis Potosí        | 18,317                 | 18    |
| Chiapas                | 16,809                 | 19    |
| Morelos                | 15,590                 | 20    |
| Oaxaca                 | 14,570                 | 21    |
| Tabasco                | 13,608                 | 22    |
| Aguascalientes         | 12,459                 | 23    |
| Hidalgo                | 11,775                 | 24    |
| Guerrero               | 8,781                  | 25    |
| Durango                | 8,370                  | 26    |
| Baja California Sur    | 8,252                  | 27    |
| Zacatecas              | 7,810                  | 28    |
| Nayarit                | 7,582                  | 29    |
| Colima                 | 7,510                  | 30    |
| Campeche               | 6,564                  | 31    |
| Tlaxcala               | 6,332                  | 32    |
| Otras Marcas           | 15,033                 | 0     |
| <b>Total República</b> | <b>963,717</b>         |       |