



Asociación Mexicana de
Distribuidores de Automotores A.C.



REPORTE DE COMPRADORES

ZONA METROPOLITANA DEL VALLE DE MÉXICO

JUNIO 2026

Resultados

Junio 2026



En el mes de junio 2026, se registraron 29,678 compradores en la Zona Metropolitana del Valle de México (ZMVM), cifra +0.7% mayor a los 29,471 compradores de junio 2025, equivalente a 207 compradores más.

En el acumulado a junio 2026 se tuvieron 173,197 compradores en la ZMVM lo que significó un retroceso anual de -2.6%, es decir, 4,647 compradores menos respecto a 2025.

Durante el periodo enero-junio 2026 el nivel de compradores en la ZMVM es +6.5% superior al nivel registrado en el mismo lapso de 2019.

A nivel nacional, durante junio 2026 el total de compradores ha mostrado un desempeño positivo, colocándose +1.6% por encima de los niveles registrados en 2025.

Las regiones Golfo Peninsular y Sur son las que presentan las mayores variaciones porcentuales, con un avance anual de +8.4% y +7.0% respectivamente, en contraste Metropolitana es la región del país que presenta la mayor disminución con -3.7%.

En el análisis por segmentos a nivel nacional Lujo y Deportivo registraron las mayores caídas anuales, -4.7% y -12.6% respectivamente, mientras que Usos Múltiple registra el mayor avance (+5.7%).

En la ZMVM se presenta avance en tres de los seis segmentos, en contraste Lujo (-4.7%), Deportivo (-8.4%) y Camiones Ligeros (-27.4%) registraron las mayores disminuciones porcentuales en comparativa anual.

Mientras que, el segmento Subcompactos es el que mayor avance porcentual registra: +5.9%.

De los 37 municipios y alcaldías que componen a la ZMVM, veinte presentaron avances anuales.

Durante enero-junio de 2026, las marcas MG y Seat no presentaron ningún foco rojo en la ZMVM.

Contenido

Enero-junio 2026

1. Comparativo de compradores enero-junio 2026 vs 2025 por región.
2. Comparativo de compradores enero-junio 2026 vs 2025 por segmento nacional y en la ZMVM.
3. Desempeño de compradores por segmentos en alcaldías y municipios de la ZMVM.
4. Desempeño y participación de compradores por marca enero-junio 2026 vs 2025.
5. Top 10 compras de la ZMVM (enero-junio 2026).

Notas importantes:

- A partir del reporte de febrero de 2026, hay una modificación en la información disponible por municipio debido a lineamientos establecidos por la fuente de información (Urban Science), por lo que se han ajustado las cifras del presente reporte. El cambio se refleja en un menor número de municipios disponibles para el Estado de México e Hidalgo. Las series históricas se han homologado para efectos comparativos a partir de esta publicación.
- La información de compradores se refiere a los registros de acuerdo con la plaza, ciudad o entidad federativa domicilio del comprador (cliente final).
- El total nacional puede variar con respecto a publicación de INEGI debido a ajustes periódicos de la fuente (Urban Science).
- Así mismo, las variaciones anuales presentadas como parte de este reporte están sujetas a la información disponible por periodo.



Compradores de vehículos ligeros por región

(Variación % ene-jun 2026 - ene-jun 2025)

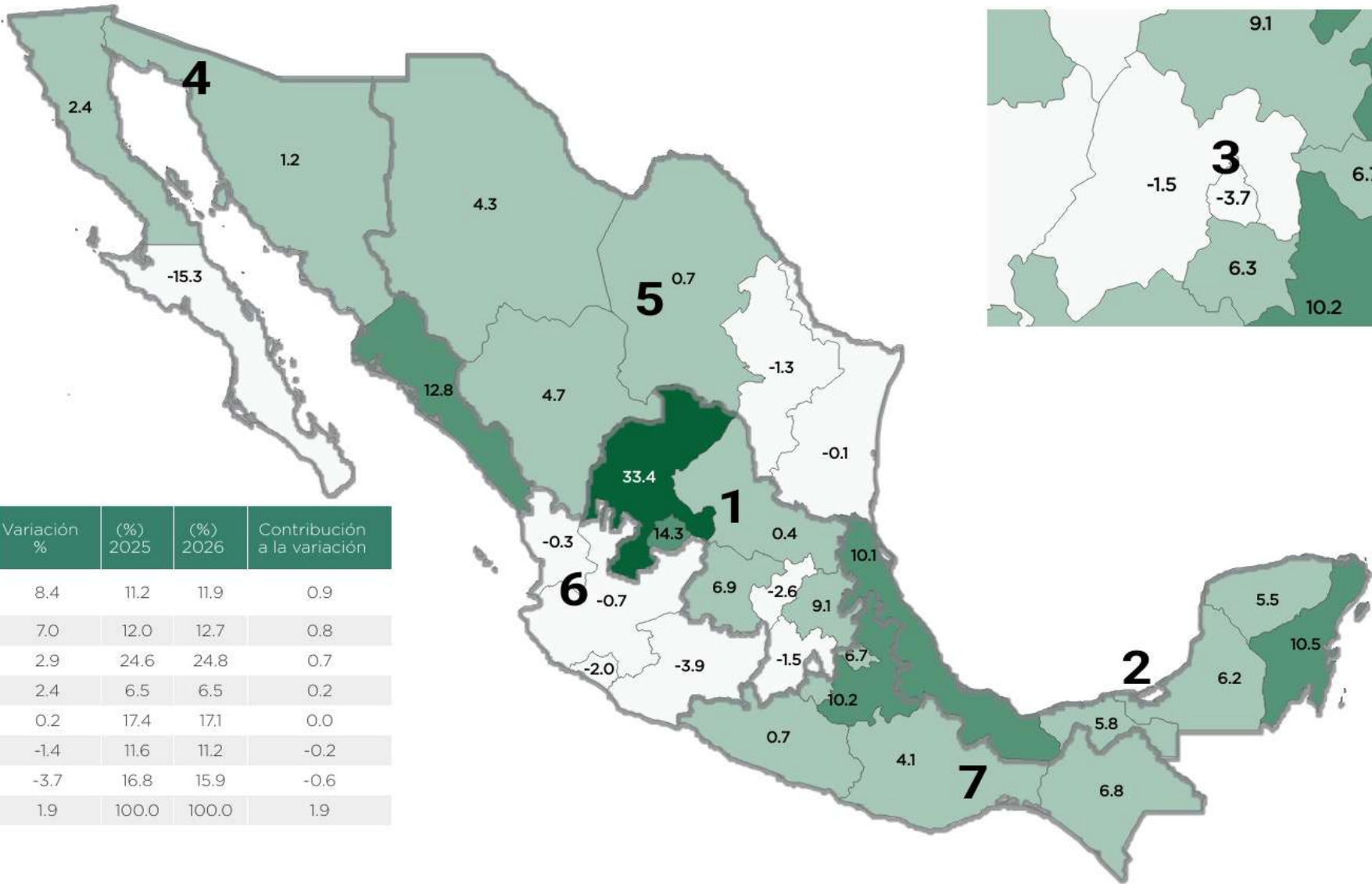
Regiones

- 1-Centro
- 2-Golfo Peninsular
- 3-Metropolitana
- 4-Noroeste
- 5-Norte
- 6-Occidente
- 7-Sur

Variación % anual



REGIÓN	ENE-JUN 2025	ENE-JUN 2026	Variación %	(%) 2025	(%) 2026	Contribución a la variación
GOLFO PENINSULAR	78,233	84,842	8.4	11.2	11.9	0.9
SUR	84,246	90,184	7.0	12.0	12.7	0.8
CENTRO	171,722	176,703	2.9	24.6	24.8	0.7
NOROESTE	45,364	46,465	2.4	6.5	6.5	0.2
NORTE	121,600	121,802	0.2	17.4	17.1	0.0
OCCIDENTE	80,855	79,746	-1.4	11.6	11.2	-0.2
METROPOLITANA	117,256	112,976	-3.7	16.8	15.9	-0.6
TOTAL	699,276	712,718	1.9	100.0	100.0	1.9



Nota: No incluye información Jaguar, Land Rover y Mercedes Benz.
Fuente: AMDA con información de Urban Science. Regionalización utilizada conforme a IRAES. Banamex



1. Comparativo de compradores de 2026 - 2025 por Entidad Federativa y ZMVM

(Enero-junio)

Estado	Enero-Junio 2025	% respecto al total	Enero-Junio 2026	% respecto al total	VAR %
ZMVM	177,844	25.2%	173,197	24.1%	-2.6%
Aguascalientes	12,358	1.8%	14,120	2.0%	14.3%
Baja California	15,283	2.2%	15,650	2.2%	2.4%
Baja California Sur	5,668	0.8%	4,800	0.7%	-15.3%
Campeche	4,994	0.7%	5,302	0.7%	6.2%
Chiapas	15,891	2.3%	16,977	2.4%	6.8%
Chihuahua	15,315	2.2%	15,978	2.2%	4.3%
Coahuila	18,866	2.7%	18,990	2.6%	0.7%
Colima	5,924	0.8%	5,805	0.8%	-2.0%
CDMX	117,256	16.6%	112,976	15.8%	-3.7%
Durango	5,667	0.8%	5,931	0.8%	4.7%
Edo. de México	84,233	11.9%	82,952	11.6%	-1.5%
Guanajuato	27,656	3.9%	29,568	4.1%	6.9%
Guerrero	8,285	1.2%	8,339	1.2%	0.7%
Hidalgo	10,116	1.4%	11,036	1.5%	9.1%
Jalisco	53,938	7.6%	53,568	7.5%	-0.7%
Michoacán	15,334	2.2%	14,729	2.1%	-3.9%
Morelos	9,463	1.3%	10,058	1.4%	6.3%
Nayarit	5,659	0.8%	5,644	0.8%	-0.3%
Nuevo León	64,263	9.1%	63,439	8.8%	-1.3%
Oaxaca	12,470	1.8%	12,983	1.8%	4.1%
Puebla	32,868	4.7%	36,207	5.0%	10.2%
Querétaro	17,344	2.5%	16,885	2.4%	-2.6%
Quintana Roo	16,875	2.4%	18,650	2.6%	10.5%
San Luis Potosí	13,819	2.0%	13,874	1.9%	0.4%
Sinaloa	11,259	1.6%	12,699	1.8%	12.8%
Sonora	13,154	1.9%	13,316	1.9%	1.2%
Tabasco	10,031	1.4%	10,617	1.5%	5.8%
Tamaulipas	17,489	2.5%	17,464	2.4%	-0.1%
Tlaxcala	5,269	0.7%	5,620	0.8%	6.7%
Veracruz	30,461	4.3%	33,526	4.7%	10.1%
Yucatán	15,872	2.2%	16,747	2.3%	5.5%
Zacatecas	6,196	0.9%	8,268	1.2%	33.4%
Otras Marcas	6,594	0.9%	4,543	0.6%	-31.1%
Total	705,870	100.0%	717,261	100.0%	1.6%

En el periodo de enero-junio 2026, se observa una variación anual positiva a nivel nacional (1.6%), y negativa en la ZMVM (-2.6%).

22 entidades federativas presentan aumento de compradores en comparativa anual.

Las mayores disminuciones anuales se dieron en:

- Baja California Sur (-15.3%)
- Michoacán (-3.9%)
- CDMX (-3.7%)

Fuente: AMDA con información de Urban Science.

ZMVM se define como la suma de las alcaldías de la CDMX y municipios seleccionados del Estado de México e Hidalgo.

NOTA 1: Las marcas Jaguar, Land Rover, Mercedes-Benz se reflejan en el renglón "Otras Marcas".

NOTA 2: Cifras de 2025 pueden no coincidir con cifras presentadas en reporte 2025 debido a que la fuente realiza actualizaciones en las bases de datos.



1.2 Comparativo de compradores de 2026 - 2025 por Entidad Federativa y ZMVM

(Junio)

Estado	Junio 2025	% respecto al total	Junio 2026	% respecto al total	VAR %
ZMVM	29,471	25.6%	29,678	24.8%	0.7%
Aguascalientes	2,273	2.0%	2,687	2.2%	18.2%
Baja California	2,425	2.1%	3,199	2.7%	31.9%
Baja California Sur	880	0.8%	659	0.6%	-25.1%
Campeche	796	0.7%	915	0.8%	14.9%
Chiapas	2,673	2.3%	2,731	2.3%	2.2%
Chihuahua	2,557	2.2%	2,470	2.1%	-3.4%
Coahuila	3,293	2.9%	3,139	2.6%	-4.7%
Colima	933	0.8%	966	0.8%	3.5%
CDMX	19,739	17.1%	20,054	16.8%	1.6%
Durango	834	0.7%	939	0.8%	12.6%
Edo. de México	13,346	11.6%	13,191	11.0%	-1.2%
Guanajuato	4,877	4.2%	4,989	4.2%	2.3%
Guerrero	1,162	1.0%	1,240	1.0%	6.7%
Hidalgo	1,508	1.3%	1,717	1.4%	13.9%
Jalisco	9,017	7.8%	8,636	7.2%	-4.2%
Michoacán	2,421	2.1%	2,420	2.0%	0.0%
Morelos	1,541	1.3%	1,623	1.4%	5.3%
Nayarit	933	0.8%	909	0.8%	-2.6%
Nuevo León	10,598	9.2%	10,705	8.9%	1.0%
Oaxaca	1,785	1.6%	2,127	1.8%	19.2%
Puebla	5,455	4.7%	6,113	5.1%	12.1%
Querétaro	2,999	2.6%	2,809	2.3%	-6.3%
Quintana Roo	2,541	2.2%	2,602	2.2%	2.4%
San Luis Potosí	2,172	1.9%	2,337	2.0%	7.6%
Sinaloa	1,809	1.6%	2,089	1.7%	15.5%
Sonora	2,078	1.8%	2,242	1.9%	7.9%
Tabasco	1,527	1.3%	1,793	1.5%	17.4%
Tamaulipas	2,839	2.5%	2,860	2.4%	0.7%
Tlaxcala	853	0.7%	871	0.7%	2.1%
Veracruz	4,745	4.1%	5,473	4.6%	15.3%
Yucatán	2,394	2.1%	2,487	2.1%	3.9%
Zacatecas	1,045	0.9%	1,587	1.3%	51.9%
Otras Marcas	1,089	0.9%	1,030	0.9%	-5.4%
Total	115,137	100.0%	119,609	100.0%	3.9%

En el mes de junio 2026, se observa una variación anual positiva a nivel nacional (3.9%) y en la ZMVM (0.7%).

24 entidades federativas presentan aumento de compradores en comparativa anual.

Las mayores disminuciones anuales se dieron en:

- Baja California Sur (-25.1%)
- Querétaro (-6.3%)
- Coahuila (-4.7%)

Fuente: AMDA con información de Urban Science.

ZMVM se define como la suma de las alcaldías de la CDMX y municipios seleccionados del Estado de México e Hidalgo.

NOTA 1: Las marcas Jaguar, Land Rover, Mercedes-Benz se reflejan en el renglón "Otras Marcas".

NOTA 2: Cifras de 2025 pueden no coincidir con cifras presentadas en reporte 2025 debido a que la fuente realiza actualizaciones en las bases de datos.

2. Comparativo de compradores 2026 vs 2025 por segmento, nacional y ZMVM

	NACIONAL					USOS MÚLTIPLE	CAMIONES LIGEROS	TOTAL CAMIONES LIGEROS	TOTAL
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMÓVILES				
Enero-junio 2026	116,448	149,740	29,846	2,448	298,482	285,661	133,118	418,779	717,261
Enero-junio 2025	112,492	152,975	31,309	2,801	299,577	270,308	135,985	406,293	705,870
Var(%)	3.5%	-2.1%	-4.7%	-12.6%	-0.4%	5.7%	-2.1%	3.1%	1.6%

A nivel nacional, se presenta un aumento en el número de compradores. Mientras que los segmentos de Lujo y Deportivo presentan las mayores disminuciones anuales, -4.7% y -12.6% respectivamente, en contraste Usos Múltiple es el segmento que registra el mayor avance porcentual anual (+5.7%).

	ZMVM					USOS MÚLTIPLE	CAMIONES LIGEROS	TOTAL CAMIONES LIGEROS	TOTAL
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMÓVILES				
Enero-junio 2026	32,250	36,618	7,725	882	77,475	73,236	22,486	95,722	173,197
Enero-junio 2025	30,451	36,176	8,103	963	75,693	71,175	30,976	102,151	177,844
Var(%)	5.9%	1.2%	-4.7%	-8.4%	2.4%	2.9%	-27.4%	-6.3%	-2.6%

En la ZMVM se presenta avance en tres de los seis segmentos, mientras que Lujo, Deportivo y Camiones Ligeros registran caídas en comparativa anual -4.7%, -8.4% y -27.4% respectivamente.

El segmento Subcompactos es el que mayor avance porcentual anual registra: (+5.9%).

Fuente: AMDA con información de Urban Science.

Notas:

* No incluye información de Jaguar, Land Rover y Mercedes Benz.

* A partir de febrero 2022 se reportan marcas Mini y BMW; Audi a partir de abril 2022; Porsche a partir de diciembre 2022, Isuzu a partir de diciembre 2023; GWM a partir de abril 2024, GAC a partir de febrero 2025; Bestune a partir de junio 2025.

* A partir de 2025 Motornation no incorpora datos de Changan.

* Información 2025 por segmento ajustada con base en la actualización 2026 del reporte de compradores.



3. Desempeño de compradores por segmentos en alcaldías y municipios de la ZMVM

(Variación % enero-junio 2026 vs 2025)

	MUNICIPIO/ALCALDÍA	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMÓVILES	USOS MÚLTIPLE	CAMIONES LIGEROS	TOTAL CAMIONES LIGEROS	TOTAL
Ciudad de México	ÁLVARO OBREGÓN	6.5%	-1.4%	-32.2%	108.9%	-1.9%	10.8%	-53.3%	-15.6%	-11.3%
	AZCAPOTZALCO	-35.2%	-24.6%	1.2%	4.5%	-27.9%	14.0%	-66.6%	-23.7%	-25.5%
	BENITO JUÁREZ	0.0%	-15.0%	10.6%	-28.9%	-6.5%	-7.4%	-1.1%	-6.1%	-6.2%
	COYOACÁN	30.3%	12.3%	-19.1%	-24.2%	14.4%	3.7%	-11.3%	1.1%	6.9%
	CUAJIMALPA DE MORELOS	-18.9%	45.4%	-30.9%	0.0%	2.4%	-12.8%	-20.9%	-15.0%	-7.5%
	CUAUHTÉMOC	3.9%	-12.6%	-2.8%	-27.7%	-5.1%	-1.2%	-44.0%	-18.2%	-13.0%
	GUSTAVO A. MADERO	7.2%	1.6%	-1.6%	-13.0%	3.4%	7.8%	12.9%	8.7%	6.3%
	IZTACALCO	21.9%	-12.2%	-15.1%	-23.8%	0.7%	-16.5%	-52.5%	-27.3%	-17.1%
	IZTAPALAPA	19.4%	-1.0%	3.4%	-22.7%	8.0%	8.5%	-5.4%	4.4%	6.0%
	LA MAGDALENA CONTRERAS	0.7%	-24.1%	-1.4%	0.0%	-10.3%	0.0%	-14.0%	-2.8%	-6.3%
	MIGUEL HIDALGO	49.4%	64.6%	-21.4%	-18.9%	48.8%	10.7%	-54.0%	-18.4%	7.3%
	MILPA ALTA	9.9%	-3.6%	15.4%	-50.0%	3.1%	2.4%	-20.0%	-5.9%	-1.8%
	TLÁHUAC	-5.6%	10.0%	-28.9%	-16.7%	-0.1%	27.3%	-38.2%	7.4%	3.8%
Edo. de México	TLALPAN	-1.0%	-19.8%	-8.8%	-31.1%	-11.3%	0.1%	-6.7%	-1.0%	-5.7%
	VENUSTIANO CARRANZA	5.5%	-1.5%	20.2%	7.1%	2.9%	16.4%	-3.9%	11.5%	7.8%
	XOCHIMILCO	10.5%	-4.8%	-6.2%	-43.5%	0.4%	8.3%	-20.3%	3.0%	1.8%
	ATIZAPÁN DE ZARAGOZA	0.3%	-17.0%	22.4%	5.9%	-1.5%	-5.5%	-16.4%	-8.4%	-5.3%
	CHALCO	-7.8%	-1.3%	12.5%	0.0%	-3.7%	13.9%	17.8%	14.9%	5.4%
	CHIMALHUACÁN	-4.9%	-4.0%	22.2%	-16.7%	-3.4%	10.6%	-39.7%	-6.6%	-5.1%
	COACALCO DE BERRIOZÁBAL	14.2%	-15.0%	28.2%	60.0%	0.3%	3.3%	-17.2%	-0.4%	-0.1%
	CUAUTITLÁN	-5.1%	-14.4%	-25.9%	20.0%	-10.1%	3.3%	28.9%	9.1%	0.8%
	CUAUTITLÁN IZCALLI	-3.4%	-3.9%	5.6%	50.0%	-2.6%	5.0%	31.4%	12.1%	5.5%
	ECATEPEC DE MORELOS	-12.1%	1.0%	40.8%	-13.5%	-3.1%	9.7%	-8.5%	5.6%	1.5%
	HUIXQUILUCAN	-2.7%	-34.0%	-14.0%	14.8%	-17.8%	-13.9%	24.0%	-5.2%	-11.2%
	IXTAPALUCA	9.4%	-10.3%	45.5%	-33.3%	0.0%	24.2%	4.2%	20.2%	9.6%
	LA PAZ	-5.3%	-2.8%	-20.0%	50.0%	-4.3%	6.8%	-22.0%	-3.1%	-3.6%
	NAUCALPAN DE JUÁREZ	16.0%	-4.2%	-0.3%	-20.0%	2.6%	-7.5%	-10.7%	-8.1%	-3.6%
	NEZAHUALCÓYOTL	-6.1%	-17.0%	43.7%	15.4%	-7.5%	1.3%	-16.3%	-2.2%	-4.8%
	NICOLÁS ROMERO	1.2%	4.8%	89.5%	100.0%	7.0%	-5.8%	-3.2%	-5.1%	0.3%
	TECÁMAC	-7.5%	-25.8%	-1.7%	-46.2%	-16.8%	-4.6%	-12.7%	-6.3%	-11.3%
	TEXCOCO	24.8%	-1.6%	2.9%	-70.0%	8.3%	11.2%	24.7%	15.1%	12.4%
	TLALNEPANTLA DE BAZ	1.6%	-18.7%	13.8%	-13.0%	-5.5%	15.1%	44.3%	22.7%	9.1%
	TULTEPEC	2.7%	3.9%	-15.0%	-33.3%	1.1%	11.6%	-4.3%	7.1%	4.5%
Hidalgo	TULTITLÁN	-0.5%	-4.8%	53.3%	33.3%	0.7%	14.4%	4.5%	11.6%	6.8%
	VALLE DE CHALCO SOLIDARIDAD	-7.3%	-17.8%	13.3%	-87.5%	-14.1%	27.1%	18.4%	24.8%	4.2%
	ZUMPANGO	16.8%	-4.7%	60.0%	25.0%	8.0%	32.2%	206.3%	75.9%	45.3%
	TIZAYUCA	32.1%	-18.0%	68.4%	100.0%	7.3%	14.3%	-27.8%	-1.2%	2.3%
	Total ZMVM	5.9%	1.2%	-4.7%	-8.4%	2.4%	2.9%	-27.4%	-6.3%	-2.6%

- De los 37 municipios y alcaldías que componen a la ZMVM, 20 presentaron incrementos en comparativa anual.
- El mayor crecimiento porcentual se registró en el municipio de Zumpango, Estado de México (+45.3%), mientras que la mayor caída se observó en la alcaldía Azcapotzalco, en la CDMX (-25.5%).

Fuente: AMDA con información de Urban Science.
NOTA: No incluye información de Jaguar, Land Rover y Mercedes Benz.



4. Desempeño de compradores por Marca* en la ZMVM vs Entidades Federativas

(Variación % enero-junio 2026 vs 2025)



ENTIDAD FEDERATIVA	BESTUNE	FORD	FOTON	GAC	GENERAL MOTORS	GWM	HONDA	HYUNDAI	ISUZU	JAC	KIA	LEXUS	MAZDA	MG	MINI	MITSUBISHI MOTORS	NISSAN	RENAULT	SEAT	STELLANTIS	SUZUKI	TOYOTA	VOLKSWAGEN	ACURA	AUDI	BMW	INFINITI	LINCOLN	PORSCHE	SUBARU	VOLVO	TOTAL
ZMVM	-70.4%	-28.7%	-48.1%	3.1%	-7.5%	-11.6%	1.0%	3.1%	-7.6%	-7.3%	1.3%	-5.5%	5.1%	65.7%	-21.8%	-26.0%	-0.5%	3.3%	21.2%	-8.4%	-23.1%	5.1%	1.1%	5.2%	0.1%	-5.5%	23.2%	-22.1%	-8.2%	26.5%	-48.2%	-2.6%
Aguascalientes	-100.0%	143.3%	-40.0%	50.0%	9.5%	-7.8%	4.0%	17.2%	-50.0%	-19.1%	30.8%	11.1%	6.3%	-36.7%	100.0%	-24.7%	3.4%	18.4%	38.8%	224.3%	-27.9%	4.8%	-3.3%	0.0%	0.0%	-12.0%	-18.2%	-77.8%	10.0%	40.0%	-83.9%	14.3%
Baja California	-75.0%	-7.8%	0.0%	5.3%	2.0%	-81.3%	21.0%	-6.1%	-71.4%	32.0%	-8.5%	83.3%	8.2%	-1.2%	-45.5%	-13.6%	13.7%	151.4%	31.3%	-15.9%	-16.9%	-4.2%	9.2%	-60.0%	-2.4%	-20.4%	250.0%	-13.3%	625.0%	20.1%	-21.6%	2.4%
Baja California Sur	1400.0%	8.9%	-88.2%	0.0%	-21.0%	-60.0%	13.6%	-88.7%	-66.7%	-59.5%	-13.3%	-20.0%	14.5%	11.5%	-60.0%	-34.0%	-13.8%	-80.4%	-58.6%	28.2%	-31.2%	-9.5%	-48.2%	-100.0%	10.0%	-10.0%	0.0%	-60.0%	166.7%	63.2%	0.0%	-15.3%
Campeche	600.0%	28.9%	0.0%	41.2%	5.0%	-21.1%	25.8%	-10.1%	0.0%	-5.5%	-9.7%	0.0%	0.5%	24.9%	100.0%	55.6%	12.1%	11.0%	11.0%	24.5%	6.3%	5.8%	8.5%	-100.0%	-50.0%	6.3%	0.0%	250.0%	-50.0%	-50.0%	0.0%	6.2%
CDMX	-70.6%	-39.5%	-40.5%	-22.3%	-11.4%	-12.4%	6.2%	0.9%	-13.9%	-2.9%	4.9%	-11.3%	12.0%	95.8%	-56.6%	-36.5%	1.5%	-2.5%	23.8%	-18.5%	-21.2%	4.8%	3.0%	-1.2%	1.0%	-42.7%	27.0%	-28.0%	-5.4%	25.4%	-43.9%	-3.7%
Chiapas	-100.0%	30.4%	0.0%	31.6%	3.3%	-38.2%	15.3%	3.4%	-46.2%	-28.6%	15.0%	0.0%	0.1%	26.2%	10.3%	14.6%	7.3%	3.6%	36.4%	29.3%	-35.2%	27.6%	8.6%	-50.0%	73.8%	-4.6%	0.0%	-33.3%	33.3%	200.0%	0.0%	6.8%
Chihuahua	300.0%	-3.9%	0.0%	-0.6%	4.1%	18.6%	4.0%	-9.9%	55.6%	25.7%	-3.5%	42.9%	23.7%	1.3%	-22.2%	70.0%	4.8%	37.2%	7.2%	6.8%	-20.2%	0.8%	7.1%	-25.9%	12.0%	6.8%	50.0%	31.6%	0.0%	17.0%	-32.2%	4.3%
Coahuila	-85.7%	24.3%	0.0%	-22.3%	-0.6%	-27.0%	1.9%	8.7%	-9.1%	6.7%	9.9%	23.5%	5.7%	5.8%	15.8%	8.6%	-3.3%	44.4%	-0.8%	4.2%	-3.7%	0.5%	-6.1%	-50.0%	-0.9%	0.6%	-5.0%	-21.4%	0.0%	50.0%	-61.3%	0.7%
Colima	-43.8%	7.5%	0.0%	-24.1%	6.5%	-20.0%	-1.0%	-8.3%	125.0%	-16.8%	7.0%	25.0%	1.2%	14.4%	0.0%	9.7%	-4.6%	49.2%	200.0%	-12.7%	-2.0%	-7.9%	-8.4%	0.0%	-66.7%	15.8%	0.0%	25.0%	500.0%	7.4%	0.0%	-2.0%
Durango	0.0%	9.7%	0.0%	-12.9%	-5.3%	-21.1%	31.7%	16.7%	0.0%	-14.0%	9.3%	0.0%	11.7%	-33.6%	50.0%	34.0%	8.0%	51.0%	5.6%	0.2%	-21.0%	10.2%	5.2%	0.0%	17.6%	33.3%	200.0%	20.0%	100.0%	50.0%	0.0%	4.7%
Edo. de México	0.0%	13.5%	-76.4%	11.5%	2.3%	-15.1%	-5.5%	9.2%	96.3%	-15.5%	-5.2%	25.6%	-4.6%	4.6%	6.5%	32.0%	-12.3%	4.3%	16.2%	19.8%	-21.9%	7.5%	0.4%	12.8%	-7.3%	18.2%	22.0%	-5.9%	-14.1%	17.0%	-43.1%	-1.5%
Guanajuato	71.4%	16.9%	-90.6%	-35.6%	8.1%	-11.1%	4.8%	15.4%	103.3%	22.8%	6.7%	57.1%	7.3%	17.0%	-7.8%	9.9%	8.7%	42.2%	0.8%	27.3%	-2.3%	4.4%	-2.7%	3.7%	-0.7%	-20.7%	36.4%	-41.7%	1.4%	42.2%	-67.3%	6.9%
Guerrero	-100.0%	52.3%	-15.4%	-7.7%	-2.4%	-48.4%	15.2%	-2.5%	0.0%	-10.2%	27.9%	50.0%	-9.5%	-12.7%	-5.0%	-11.8%	5.2%	-21.4%	-5.8%	19.2%	-42.6%	2.9%	-12.2%	0.0%	21.4%	5.7%	200.0%	-87.5%	100.0%	150.0%	0.0%	0.7%
Hidalgo	-17.4%	17.6%	0.0%	-43.4%	15.7%	7.9%	21.9%	41.6%	0.0%	-13.4%	-0.4%	60.0%	7.5%	31.3%	45.2%	38.4%	8.5%	18.0%	27.0%	0.5%	-9.6%	12.1%	-0.4%	166.7%	8.5%	13.0%	300.0%	0.0%	13.3%	69.0%	0.0%	9.1%
Jalisco	65.0%	5.9%	-62.2%	19.8%	0.8%	-13.9%	-3.2%	-1.1%	-20.8%	-28.3%	-15.8%	16.2%	-1.2%	57.3%	12.8%	3.4%	-3.1%	4.7%	10.3%	17.9%	-2.6%	-4.4%	10.5%	36.8%	-1.9%	1.8%	48.7%	4.2%	21.9%	37.6%	-64.0%	-0.7%
Michoacán	77.8%	-22.5%	-20.0%	-76.7%	-3.1%	-21.0%	-14.0%	11.5%	-30.8%	-18.5%	1.6%	-47.1%	5.8%	4.6%	-21.3%	15.5%	2.6%	-1.4%	2.8%	12.3%	-16.3%	-17.4%	-4.7%	-16.7%	17.9%	-11.8%	50.0%	-31.3%	-17.6%	13.8%	-59.4%	-3.9%
Morelos	-100.0%	39.1%	0.0%	-25.0%	-0.1%	-23.4%	3.3%	20.8%	0.0%	1.3%	10.0%	0.0%	-7.3%	-20.1%	-28.8%	22.4%	-9.6%	-15.3%	5.8%	206.2%	-15.2%	11.5%	-1.1%	-50.0%	59.4%	-16.4%	-50.0%	40.0%	18.8%	0.0%	-39.6%	6.3%
Nayarit	40.0%	34.1%	-89.2%	30.5%	-1.3%	-7.9%	39.6%	1.8%	-33.3%	-2.8%	4.1%	50.0%	3.7%	-23.5%	-60.0%	22.7%	-1.6%	10.2%	81.8%	22.9%	-33.8%	-8.3%	-10.0%	-25.0%	100.0%	-56.5%	0.0%	-33.3%	-37.5%	-42.9%	0.0%	-0.3%
Nuevo León	-3.7%	11.3%	-34.7%	127.5%	0.0%	10.7%	10.9%	-15.0%	12.0%	0.0%	4.1%	-2.4%	1.8%	-4.4%	-24.4%	-14.1%	-13.1%	-7.5%	0.2%	46.1%	-8.3%	-0.5%	-7.9%	-9.8%	-0.8%	-12.1%	28.1%	-8.5%	8.9%	18.8%	-50.5%	-1.3%
Oaxaca	33.3%	23.1%	0.0%	100.0%	-2.0%	-24.6%	-10.7%	2.8%	0.0%	-8.6%	19.3%	-50.0%	9.7%	31.4%	50.0%	10.7%	2.3%	24.8%	19.4%	23.1%	-21.7%	4.1%	3.5%	100.0%	-7.1%	-1.0%	-100.0%	50.0%	-42.9%	62.9%	15.0%	4.1%
Puebla	-39.3%	1.7%	-80.9%	26.5%	10.7%	-11.3%	17.6%	24.5%	134.4%	-6.7%	10.4%	-7.1%	-2.5%	16.3%	-10.9%	21.1%	19.0%	47.0%	-28.9%	13.2%	-2.0%	6.9%	13.2%	-35.7%	22.9%	1.1%	-17.4%	-11.1%	-3.5%	3.0%	69.1%	10.2%
Querétaro	66.7%	16.6%	-86.6%	-51.7%	1.1%	-18.1%	-3.7%	23.2%	125.0%	-25.7%	11.7%	36.4%	5.2%	11.7%	-16.7%	-14.2%	-7.6%	16.0%	6.1%	-10.0%	-17.1%	9.6%	-15.3%	-75.0%	25.7%	0.0%	500.0%	-13.3%	-7.3%	0.0%	-69.3%	-2.6%
Quintana Roo	108.7%	145.8%	-87.3%	163.9%	57.3%	-32.7%	1.4%	-15.2%	-27.3%	1.3%	-2.0%	0.0%	-11.1%	-31.3%	-32.7%	94.5%	13.5%	25.3%	-7.4%	1.5%	-40.9%	16.2%	-4.4%	0.0%	3.1%	-28.7%	-43.8%	-45.8%	-8.8%	77.8%	0.0%	10.5%
San Luis Potosí	-85.2%	12.3%	-97.8%	26.2%	6.6%	23.6%	-16.7%	29.5%	-61.5%	29.0%	36.8%	0.0%	-7.5%	-10.8%	-16.7%	27.5%	-21.5%	2.4%	15.1%	18.2%	-26.0%	-3.1%	12.2%	0.0%	-1.6%	14.8%	-61.5%	0.0%	5.9%	-8.8%	-12.1%	0.4%
Sinaloa	1066.7%	58.7%	66.7%	-74.8%	41.9%	-78.9%	24.2%	78.9%	266.7%	-24.1%	59.5%	0.0%	-18.2%	-15.1%	0.0%	24.1%	-5.5%	16.2%	18.1%	20.5%	-13.1%	6.1%	2.3%	33.3%	36.8%	10.2%	100.0%	0.0%	-18.2%	25.0%	-14.9%	12.8%
Sonora	-66.7%	18.8%	-57.5%	-45.2%	-2.1%	5.5%	11.1%	11.4%	57.1%	20.2%	-14.6%	150.0%	10.4%	-19.9%	25.0%	30.3%	-3.1%	-17.9%	17.0%	22.2%	-13.0%	-3.5%	-6.6%	-50.0%	67.7%	-1.4%	106.3%	-13.4%	-55.6%	10.2%	0.0%	1.2%
Tabasco	283.3%	0.6%	-63.0%	40.0%	13.9%	10.1%	24.1%	11.2%	12.5%	56.8%	3.0%	33.3%	15.3%	11.4%	-17.6%	-14.5%	-10.2%	41.6%	21.5%	67.8%	-5.4%	10.2%	-2.8%	0.0%	69.2%	-23.0%	0.0%	40.0%	-11.1%	0.0%	0.0%	5.8%
Tamaulipas	-100.0%	3.5%	0.0%	161.9%	2.0%	8.6%	-7.7%	-0.7%	40.0%	2.7%	8.9%	50.0%	1.2%	-6.0%	-15.4%	12.6%	-1.7%	29.2%	89.7%	2.9%	-16.3%	1.6%	-7.9%	-16.7%	-52.9%	-31.3%	8.3%	80.0%	-20.0%	100.0%	0.0%	-0.1%
Tlaxcala	100.0%	38.3%	0.0%	-21.1%	3.9%	33.3%	18.4%	24.2%	100.0%	4.6%	17.6%	50.0%	7.1%	8.2%	-11.1%	43.1%	12.2%	85.7%	-5.0%	-3.7%	-34.7%	9.7%	-6.5%	250.0%	-62.5%	-33.3%	200.0%	-42.9%	0.0%	-20.0%	0.0%	6.7%
Veracruz	200.0%	10.5%	-62.1%	9.7%	13.1%	24.5%	10.1%	13.4%	5.6%	2.6%	7.8%	163.6%	12.4%	18.3%	-26.4%	19.6%	16.9%	35.8%	1.9%	24.5%	-10.6%	6.2%	0.0%	0.0%	-14.7%	-14.9%	90.0%	-20.8%	8.8%	18.7%	-40.6%	10.1%
Yucatán	152.6%	57.4%	0.0%	55.9%	9.5%	-13.3%	8.3%	0.4%	21.4%	3.3%	-15.3%	-28.6%	25.7%	18.1%	-25.5%	121.5%	-10.1%	20.4%	5.6%	5.5%	-8.6%	-1.4%	10.5%	-50.0%	28.0%	11.8%	41.2%	-20.5%	-1.6%	16.1%	-51.4%	5.5%
Zacatecas	-100.0%	9.1%	-86.6%	104.5%	12.0%	-35.0%	15.4%	40.2%	0.0%	-13.7%	43.5%	-100.0%	18.6%	8.2%	0.0%	91.8%	22.2%	-44.2%	4.8%	77.2%	-55.6%	7.2%	-2.1%	0.0%	57.1%	31.6%	0.0%	0.0%	-40.0%	500.0%	0.0%	33.4%
TOTAL REPÚBLICA	23.2%	-1.8%	-68.7%	5.7%	2.5%	-11.0%	5.4%	4.7%	4.0%	-5.0%	3.6%	3.7%	4.2%	19.6%	-13.4%	9.1%	-0.9%	16.3%	8.5%	18.2%	-16.4%	3.1%	1.5%	-0.8%	6.0%	-5.0%	31.9%	-14.8%	2.2%	25.4%	-43.3%	1.6%

Fuente: AMDA con información de Urban Science
*Nota: No incluye información de Motornation, Jaguar, Land Rover y Mercedes Benz.

4.1 Participación de mercado de la Marca en la ZMVM y Entidades Federativas

(Compradores enero-junio 2026)



ENTIDAD FEDERATIVA	BESTUNE	FORD	FOTON	GAC	GENERAL MOTORS	GWM	HONDA	HYUNDAI	ISUZU	JAC	KIA	LEXUS	MAZDA	MG	MINI	MITSUBISHI MOTORS	MOTORNATION	NISSAN	RENAULT	SEAT	STELLANTIS	SUZUKI	TOYOTA	VOLKSWAGEN	ACURA	AUDI	BMW	INFINITI	LINCOLN	PORSCHE	SUBARU	VOLVO	TOTAL
ZMVM	0.01%	4.3%	0.02%	0.5%	14.3%	1.2%	2.3%	3.1%	0.2%	1.2%	7.8%	0.4%	8.6%	5.1%	0.3%	1.4%	0.0%	16.8%	2.2%	2.4%	5.1%	2.4%	8.4%	9.1%	0.1%	0.6%	1.1%	0.1%	0.2%	0.2%	0.3%	0.4%	100.0%
Aguascalientes	0.0%	3.5%	0.0%	0.5%	8.7%	0.6%	1.7%	2.2%	0.0%	1.1%	7.0%	0.1%	4.4%	0.7%	0.2%	2.1%	0.0%	26.8%	14.9%	1.6%	9.8%	1.3%	5.2%	6.3%	0.0%	0.3%	0.6%	0.1%	0.0%	0.2%	0.0%	0.1%	100.0%
Baja California	0.0%	2.5%	0.0%	0.5%	11.3%	0.0%	7.7%	3.5%	0.0%	0.8%	10.1%	0.1%	5.6%	4.3%	0.2%	2.1%	0.1%	19.2%	4.1%	0.4%	5.3%	1.9%	10.4%	6.2%	0.0%	0.5%	1.1%	0.2%	0.1%	0.2%	1.1%	0.4%	100.0%
Baja California Sur	0.3%	4.3%	0.0%	0.1%	13.7%	0.0%	3.8%	0.3%	0.0%	0.3%	8.5%	0.1%	6.1%	7.1%	0.0%	3.6%	0.0%	21.6%	0.2%	0.3%	6.3%	3.1%	12.3%	4.2%	0.0%	0.5%	0.8%	0.0%	0.1%	0.3%	1.9%	0.1%	100.0%
Campeche	0.4%	2.0%	0.0%	0.9%	13.5%	0.3%	2.8%	6.4%	0.0%	5.2%	6.3%	0.0%	7.2%	5.7%	0.1%	4.2%	0.0%	15.4%	3.2%	1.5%	6.5%	6.1%	5.8%	5.5%	0.0%	0.0%	0.3%	0.0%	0.3%	0.0%	0.0%	0.0%	100.0%
CDMX	0.0%	4.3%	0.0%	0.5%	14.4%	1.2%	2.4%	2.8%	0.3%	1.3%	8.0%	0.4%	8.8%	5.7%	0.1%	1.4%	0.1%	16.6%	1.9%	2.1%	5.2%	2.4%	8.6%	9.0%	0.1%	0.7%	0.4%	0.1%	0.2%	0.2%	0.4%	0.4%	100.0%
Chiapas	0.0%	2.4%	0.0%	0.6%	14.7%	0.6%	2.3%	3.1%	0.1%	1.2%	4.6%	0.0%	4.8%	1.8%	0.2%	2.2%	0.1%	19.9%	3.2%	0.9%	6.6%	2.2%	10.8%	16.6%	0.0%	0.4%	0.6%	0.0%	0.1%	0.0%	0.1%	0.1%	100.0%
Chihuahua	0.1%	7.5%	0.0%	1.0%	13.4%	1.4%	4.2%	4.3%	0.1%	2.6%	5.8%	0.1%	7.0%	2.9%	0.1%	2.2%	0.0%	17.0%	1.9%	0.6%	7.9%	1.2%	9.0%	6.9%	0.1%	0.6%	0.8%	0.2%	0.3%	0.1%	0.6%	0.3%	100.0%
Coahuila	0.0%	5.2%	0.0%	0.5%	16.5%	0.9%	3.1%	4.2%	0.9%	2.7%	7.5%	0.1%	7.7%	3.0%	0.1%	1.8%	0.1%	15.6%	1.9%	0.7%	8.6%	2.2%	8.0%	6.2%	0.0%	0.6%	0.9%	0.1%	0.2%	0.2%	0.1%	0.2%	100.0%
Colima	0.3%	2.0%	0.0%	1.8%	8.5%	1.2%	1.7%	4.5%	0.2%	2.3%	7.4%	0.1%	13.0%	3.7%	0.0%	3.7%	0.0%	18.8%	5.0%	0.7%	4.8%	2.6%	11.8%	4.5%	0.0%	0.1%	0.4%	0.0%	0.1%	0.1%	0.5%	0.2%	100.0%
Durango	0.0%	4.4%	0.0%	0.5%	12.9%	1.5%	3.6%	6.4%	0.0%	2.4%	6.0%	0.0%	7.1%	1.4%	0.1%	3.3%	0.4%	16.7%	2.4%	0.3%	10.2%	1.1%	11.9%	6.1%	0.0%	0.7%	0.5%	0.1%	0.1%	0.1%	0.1%	0.1%	100.0%
Edo. de México	0.0%	4.2%	0.0%	0.4%	14.7%	1.1%	2.1%	3.4%	0.1%	1.0%	6.7%	0.3%	7.5%	3.5%	0.6%	1.5%	0.0%	18.4%	2.3%	2.6%	5.2%	2.4%	7.7%	10.6%	0.1%	0.6%	2.2%	0.1%	0.1%	0.2%	0.3%	0.3%	100.0%
Guanajuato	0.0%	2.7%	0.0%	0.2%	16.3%	0.5%	2.3%	3.3%	0.2%	1.1%	7.6%	0.0%	6.8%	4.4%	0.2%	1.9%	0.0%	18.0%	2.4%	1.4%	7.6%	3.1%	8.2%	9.4%	0.1%	0.5%	0.7%	0.1%	0.0%	0.2%	0.5%	0.2%	100.0%
Guerrero	0.0%	2.0%	0.1%	0.1%	13.9%	0.2%	3.8%	2.3%	0.0%	1.4%	6.4%	0.0%	6.7%	1.8%	0.2%	1.0%	0.0%	26.3%	1.5%	2.4%	7.5%	0.9%	9.5%	10.0%	0.0%	0.6%	1.1%	0.0%	0.0%	0.0%	0.1%	0.0%	100.0%
Hidalgo	0.2%	2.4%	0.0%	0.3%	14.7%	0.6%	2.6%	3.1%	0.1%	1.6%	5.1%	0.1%	10.1%	2.3%	0.4%	1.9%	0.1%	18.7%	2.1%	2.1%	5.6%	2.1%	10.9%	10.1%	0.1%	0.6%	1.4%	0.0%	0.1%	0.2%	0.4%	0.0%	100.0%
Jalisco	0.1%	4.2%	0.1%	1.0%	11.0%	1.2%	2.5%	4.2%	0.2%	1.6%	7.4%	0.3%	8.8%	4.4%	0.2%	2.7%	0.0%	16.3%	1.7%	1.2%	6.6%	2.7%	10.2%	7.8%	0.1%	0.7%	1.4%	0.1%	0.1%	0.4%	0.6%	0.2%	100.0%
Michoacán	0.1%	3.1%	0.0%	0.2%	11.6%	0.6%	3.1%	3.9%	0.1%	1.0%	4.6%	0.1%	10.0%	2.5%	0.3%	3.1%	0.1%	20.6%	1.9%	1.8%	9.4%	1.9%	7.2%	10.3%	0.0%	0.7%	1.1%	0.0%	0.1%	0.2%	0.2%	0.3%	100.0%
Morelos	0.0%	2.2%	0.0%	0.3%	15.1%	0.8%	1.8%	2.1%	0.0%	0.8%	6.6%	0.2%	7.0%	1.3%	0.4%	1.5%	0.3%	17.4%	1.6%	2.9%	11.3%	1.4%	7.6%	14.0%	0.0%	1.0%	1.8%	0.0%	0.1%	0.2%	0.1%	0.3%	100.0%
Nayarit	0.4%	2.9%	0.1%	1.4%	10.6%	0.6%	2.6%	5.1%	0.0%	3.6%	9.4%	0.1%	12.9%	4.2%	0.0%	4.4%	0.0%	16.3%	2.9%	0.4%	6.9%	1.8%	9.2%	3.5%	0.1%	0.2%	0.2%	0.0%	0.0%	0.1%	0.1%	0.1%	100.0%
Nuevo León	0.0%	3.5%	0.1%	0.8%	13.0%	1.4%	4.2%	3.7%	0.2%	1.1%	9.7%	0.4%	8.1%	5.5%	0.2%	1.3%	0.1%	16.1%	1.3%	0.6%	8.3%	2.2%	9.5%	5.4%	0.1%	1.0%	0.9%	0.1%	0.2%	0.5%	0.3%	0.2%	100.0%
Oaxaca	0.0%	2.3%	0.0%	0.2%	12.1%	0.7%	2.1%	4.3%	0.0%	3.7%	7.0%	0.0%	4.5%	2.7%	0.2%	2.2%	0.0%	25.1%	2.3%	1.5%	6.1%	1.9%	10.4%	8.8%	0.0%	0.4%	0.8%	0.0%	0.0%	0.0%	0.4%	0.2%	100.0%
Puebla	0.0%	1.7%	0.0%	0.6%	11.2%	0.6%	1.6%	3.1%	0.2%	2.3%	5.3%	0.0%	3.7%	4.1%	0.3%	1.2%	0.0%	16.2%	3.9%	2.3%	4.4%	1.5%	8.6%	23.6%	0.0%	1.6%	1.0%	0.1%	0.1%	0.3%	0.2%	0.3%	100.0%
Querétaro	0.1%	3.0%	0.1%	0.2%	10.6%	1.1%	2.7%	5.0%	0.1%	0.9%	11.6%	0.1%	9.0%	3.0%	0.4%	0.9%	0.1%	15.8%	2.5%	1.4%	5.1%	2.5%	9.2%	10.1%	0.0%	1.1%	1.8%	0.1%	0.1%	0.6%	0.3%	0.4%	100.0%
Quintana Roo	0.3%	3.4%	0.0%	0.5%	20.5%	0.5%	1.9%	4.0%	0.0%	1.6%	9.3%	0.0%	4.1%	2.6%	0.2%	5.7%	0.1%	20.9%	1.6%	1.1%	5.0%	3.1%	5.6%	6.4%	0.0%	0.4%	0.4%	0.0%	0.1%	0.3%	0.1%	0.2%	100.0%
San Luis Potosí	0.0%	2.0%	0.0%	0.4%	13.9%	0.6%	2.1%	3.3%	0.1%	1.3%	15.3%	0.0%	5.2%	3.0%	0.4%	1.1%	0.0%	18.2%	1.6%	1.8%	5.3%	1.7%	8.7%	11.4%	0.0%	0.4%	1.6%	0.0%	0.0%	0.1%	0.2%	0.2%	100.0%
Sinaloa	0.3%	3.8%	0.0%	0.3%	13.5%	0.2%	2.4%	6.7%	0.8%	1.3%	11.2%	0.1%	5.5%	2.3%	0.1%	3.4%	0.0%	13.5%	2.0%	0.7%	6.6%	1.9%	13.6%	7.8%	0.1%	0.4%	0.9%	0.1%	0.1%	0.1%	0.1%	0.7%	100.0%
Sonora	0.0%	5.5%	0.1%	0.3%	13.1%	0.9%	3.6%	6.7%	0.1%	1.8%	5.9%	0.1%	5.7%	0.9%	0.1%	3.9%	0.0%	20.6%	0.7%	0.5%	8.4%	1.7%	11.4%	5.9%	0.0%	0.4%	0.5%	0.2%	0.4%	0.0%	0.5%	0.1%	100.0%
Tabasco	0.2%	3.4%	0.4%	0.9%	18.5%	1.4%	1.8%	5.1%	0.2%	2.9%	6.2%	0.0%	6.1%	3.2%	0.1%	3.2%	0.1%	15.8%	3.1%	1.2%	5.8%	3.2%	6.0%	9.5%	0.0%	0.6%	0.5%	0.0%	0.1%	0.1%	0.0%	0.2%	100.0%
Tamaulipas	0.0%	3.2%	0.0%	0.3%	15.9%	0.7%	4.6%	3.1%	0.0%	2.8%	9.1%	0.1%	6.6%	3.8%	0.1%	2.5%	0.3%	19.5%	3.6%	0.4%	5.5%	1.7%	9.2%	6.0%	0.0%	0.1%	0.5%	0.1%	0.1%	0.0%	0.1%	0.0%	100.0%
Tlaxcala	0.0%	2.0%	0.0%	0.5%	11.9%	0.4%	3.0%	5.0%	0.1%	1.6%	7.3%	0.1%	6.2%	6.1%	0.1%	1.3%	0.0%	17.8%	3.9%	3.4%	7.4%	2.0%	8.2%	10.7%	0.1%	0.1%	0.3%	0.1%	0.1%	0.1%	0.1%	0.1%	100.0%
Veracruz	0.1%	2.1%	0.0%	0.3%	15.3%	0.5%	2.9%	3.6%	0.1%	3.0%	6.4%	0.1%	7.0%	2.9%	0.2%	2.6%	0.1%	21.5%	2.3%	1.6%	6.6%	2.4%	8.1%	9.0%	0.0%	0.2%	0.7%	0.1%	0.1%	0.1%	0.3%	0.1%	100.0%
Yucatán	0.3%	3.6%	0.0%	1.3%	11.5%	1.0%	2.4%	7.0%	0.2%	1.7%	8.8%	0.1%	8.9%	5.3%	0.2%	6.2%	0.0%	12.2%	2.1%	0.8%	5.6%	6.2%	5.2%	6.5%	0.0%	0.6%	0.7%	0.1%	0.2%	0.4%	0.4%	0.2%	100.0%
Zacatecas	0.0%	1.5%	0.1%	0.5%	4.5%	0.2%	2.5%	2.9%	0.0%	1.4%	6.1%	0.0%	4.5%	3.2%	0.1%	1.4%	0.0%	12.4%	0.8%	1.3%	44.2%	0.3%	6.5%	5.0%	0.0%	0.1%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	100.0%
TOTAL REPÚBLICA	0.06%	3.5%	0.04%	0.6%	13.5%	0.9%	2.8%	3.7%	0.2%	1.6%	7.6%	0.2%	7.3%	3.9%	0.2%	2.1%	0.06%	17.7%	2.4%	1.5%	6.8%	2.3%	8.7%	9.1%	0.05%	0.6%	1.0%	0.09%	0.1%	0.2%	0.3%	0.2%	100.0%

Fuente: AMDA con información de Urban Science
Nota: No incluye información de Jaguar, Land Rover, y Mercedes-Benz.

4.2 Participación de mercado de la Marca en la ZMVM y Entidades Federativas

(Compradores enero-junio 2026)



ENTIDAD FEDERATIVA	BESTUNE	FORD	FOTON	GAC	GENERAL MOTORS										MITSUBISHI MOTORS										MOTORNATION	NISSAN	RENAULT	SEAT	STELLANTIS	SUZUKI	TOYOTA	VOLKSWAGEN	ACURA	AUDI	BMW	INFINITI	LINCOLN	PORSCHE	SUBARU	VOLVO	TOTAL
ZMVM	3.6%	29.7%	12.5%	20.4%	25.6%	31.8%	20.3%	20.4%	29.9%	17.7%	24.6%	49.4%	28.5%	31.7%	31.1%	15.7%	18.7%	22.8%	22.0%	37.7%	18.2%	25.6%	23.5%	24.0%	32.4%	24.3%	26.8%	29.4%	31.4%	24.9%	24.7%	34.6%	24.1%								
Aguascalientes	0.0%	2.0%	0.9%	1.7%	1.3%	1.3%	1.2%	1.2%	0.6%	1.4%	1.8%	0.7%	1.2%	0.4%	1.3%	1.9%	1.6%	3.0%	12.1%	2.0%	2.8%	1.1%	1.2%	1.4%	0.3%	0.9%	1.3%	1.4%	0.2%	1.3%	0.3%	0.8%	2.0%								
Baja California	0.2%	1.6%	0.0%	2.0%	1.8%	0.1%	6.1%	2.1%	0.3%	1.1%	2.9%	0.8%	1.7%	2.4%	1.4%	2.2%	5.0%	2.4%	3.7%	0.6%	1.7%	1.8%	2.6%	1.5%	0.5%	1.8%	2.5%	4.4%	1.5%	1.7%	7.6%	3.9%	2.2%								
Baja California Sur	3.4%	0.8%	0.6%	0.1%	0.7%	0.0%	0.9%	0.1%	0.1%	0.1%	0.7%	0.3%	0.6%	1.2%	0.1%	1.1%	0.0%	0.8%	0.1%	0.1%	0.6%	0.9%	0.9%	0.3%	0.0%	0.5%	0.5%	0.2%	0.7%	0.9%	4.1%	0.3%	0.7%								
Campeche	4.8%	0.4%	0.0%	1.2%	0.7%	0.2%	0.8%	1.3%	0.0%	2.4%	0.6%	0.1%	0.7%	1.1%	0.4%	1.5%	0.0%	0.6%	1.0%	0.7%	0.7%	1.9%	0.5%	0.4%	0.0%	0.0%	0.2%	0.3%	1.6%	0.1%	0.0%	0.1%	0.7%								
CDMX	2.3%	19.4%	7.8%	13.9%	16.8%	20.7%	13.5%	11.9%	27.2%	12.3%	16.5%	35.7%	19.1%	23.3%	7.5%	10.5%	13.3%	14.8%	12.4%	22.1%	12.1%	16.6%	15.7%	15.5%	21.4%	16.5%	6.9%	23.1%	23.3%	16.6%	17.7%	25.3%	15.8%								
Chiapas	0.0%	1.6%	0.0%	2.6%	2.6%	1.5%	2.0%	2.0%	1.7%	1.8%	1.4%	0.1%	1.6%	1.1%	1.9%	2.4%	3.4%	2.7%	3.1%	1.3%	2.3%	2.3%	3.0%	4.3%	0.3%	1.6%	1.5%	0.2%	1.1%	0.2%	0.4%	0.9%	2.4%								
Chihuahua	2.7%	4.8%	0.0%	3.9%	2.2%	3.4%	3.4%	2.6%	1.1%	3.6%	1.7%	0.7%	2.1%	1.7%	1.3%	2.3%	0.5%	2.1%	1.7%	0.8%	2.6%	1.2%	2.3%	1.7%	5.4%	2.3%	1.8%	5.2%	5.6%	1.2%	4.5%	2.3%	2.2%								
Coahuila	0.2%	4.0%	0.3%	2.5%	3.2%	2.8%	3.0%	3.0%	14.3%	4.5%	2.6%	1.5%	2.8%	2.0%	1.3%	2.2%	3.2%	2.3%	2.1%	1.2%	3.3%	2.5%	2.5%	1.8%	0.5%	2.5%	2.6%	3.0%	3.7%	2.7%	0.5%	1.7%	2.6%								
Colima	4.1%	0.5%	0.3%	2.6%	0.5%	1.1%	0.5%	1.0%	0.7%	1.2%	0.8%	0.4%	1.5%	0.8%	0.1%	1.4%	0.0%	0.9%	1.7%	0.4%	0.6%	0.9%	1.1%	0.4%	0.3%	0.1%	0.3%	0.2%	0.6%	0.4%	1.3%	0.5%	0.8%								
Durango	0.2%	1.0%	0.0%	0.7%	0.8%	1.3%	1.1%	1.4%	0.0%	1.2%	0.6%	0.0%	0.8%	0.3%	0.2%	1.3%	4.7%	0.8%	0.8%	0.2%	1.2%	0.4%	1.1%	0.6%	0.5%	0.9%	0.5%	0.5%	0.7%	0.4%	0.3%	0.2%	0.8%								
Edo. de México	5.5%	14.0%	9.1%	8.8%	12.6%	13.8%	8.9%	10.7%	4.2%	7.2%	10.2%	16.5%	11.9%	10.3%	31.5%	8.3%	8.4%	12.0%	11.1%	19.7%	8.8%	11.8%	10.2%	13.5%	11.8%	10.5%	26.1%	9.6%	9.0%	10.3%	9.6%	13.5%	11.6%								
Guanajuato	2.7%	3.2%	0.9%	1.5%	5.0%	2.5%	3.4%	3.6%	4.9%	2.8%	4.1%	0.8%	3.9%	4.7%	4.3%	3.6%	1.4%	4.2%	4.0%	3.7%	4.6%	5.5%	3.9%	4.2%	7.5%	3.4%	3.1%	2.4%	1.6%	4.1%	6.4%	3.1%	4.1%								
Guerrero	0.0%	0.7%	3.4%	0.3%	1.2%	0.3%	1.6%	0.7%	0.0%	1.0%	1.0%	0.2%	1.1%	0.5%	1.1%	0.5%	0.5%	1.7%	0.7%	1.8%	1.3%	0.4%	1.3%	1.3%	0.3%	1.1%	1.3%	0.5%	0.1%	0.2%	0.2%	0.2%	1.2%								
Hidalgo	4.3%	1.0%	0.0%	0.8%	1.7%	1.1%	1.5%	1.3%	1.0%	1.6%	1.0%	0.6%	2.1%	0.9%	2.7%	1.4%	2.0%	1.6%	1.3%	2.2%	1.3%	1.4%	1.9%	1.7%	2.1%	1.4%	2.2%	0.6%	1.1%	1.0%	2.1%	0.2%	1.5%								
Jalisco	7.5%	8.9%	11.6%	13.7%	6.1%	9.9%	6.7%	8.5%	9.7%	7.6%	7.3%	13.1%	9.0%	8.5%	7.4%	9.5%	2.9%	6.9%	5.1%	6.0%	7.2%	8.7%	8.8%	6.3%	13.9%	7.9%	10.5%	9.2%	8.4%	14.0%	13.8%	7.3%	7.5%								
Michoacán	3.6%	1.8%	1.3%	0.9%	1.8%	1.3%	2.3%	2.2%	1.4%	1.3%	1.2%	0.7%	2.8%	1.3%	2.2%	3.0%	4.1%	2.4%	1.6%	2.4%	2.8%	1.7%	1.7%	2.3%	1.3%	2.2%	2.3%	0.5%	1.2%	1.6%	1.4%	2.2%	2.1%								
Morelos	0.0%	0.9%	0.0%	0.7%	1.6%	1.3%	0.9%	0.8%	0.0%	0.7%	1.2%	1.2%	1.4%	0.5%	2.2%	1.0%	7.4%	1.4%	0.9%	2.7%	2.3%	0.8%	1.2%	2.2%	0.8%	2.3%	2.6%	0.5%	0.8%	1.1%	0.4%	1.8%	1.4%								
Nayarit	4.8%	0.7%	1.3%	1.9%	0.6%	0.5%	0.7%	1.1%	0.2%	1.8%	1.0%	0.2%	1.4%	0.9%	0.1%	1.6%	0.0%	0.7%	0.9%	0.2%	0.8%	0.6%	0.8%	0.3%	0.8%	0.3%	0.1%	0.2%	0.2%	0.3%	0.2%	0.2%	0.8%								
Nuevo León	5.9%	8.9%	25.4%	13.1%	8.5%	13.6%	13.6%	8.8%	8.9%	6.1%	11.2%	18.0%	9.9%	12.5%	6.2%	5.4%	9.5%	8.0%	4.6%	3.7%	10.8%	8.5%	9.7%	5.2%	19.8%	14.5%	8.2%	11.5%	14.7%	17.2%	8.0%	8.8%	8.8%								
Oaxaca	0.9%	1.2%	0.0%	0.6%	1.6%	1.5%	1.4%	2.1%	0.0%	4.2%	1.6%	0.1%	1.1%	1.2%	1.6%	1.9%	0.0%	2.6%	1.7%	1.8%	1.6%	1.5%	2.2%	1.7%	0.5%	1.2%	1.5%	0.0%	0.3%	0.2%	2.5%	1.3%	1.8%								
Puebla	3.9%	2.4%	2.8%	5.9%	4.2%	3.3%	3.0%	4.3%	6.0%	7.1%	3.5%	0.9%	2.6%	5.3%	5.9%	2.8%	2.7%	4.6%	8.1%	7.7%	3.3%	3.2%	5.0%	13.0%	2.4%	12.8%	5.2%	3.0%	2.7%	6.4%	3.0%	6.5%	5.0%								
Querétaro	2.3%	2.0%	4.1%	1.1%	1.8%	3.0%	2.3%	3.2%	0.7%	1.4%	3.6%	1.1%	2.9%	1.8%	3.9%	1.0%	3.8%	2.1%	2.4%	2.3%	1.8%	2.6%	2.5%	2.6%	0.3%	4.0%	4.4%	2.8%	1.5%	5.9%	2.5%	3.6%	2.4%								
Quintana Roo	10.9%	2.6%	2.8%	2.4%	3.9%	1.6%	1.8%	2.8%	0.6%	2.7%	3.2%	0.1%	1.5%	1.7%	2.0%	6.9%	5.6%	3.1%	1.7%	2.0%	1.9%	3.5%	1.7%	1.8%	0.8%	1.5%	1.1%	1.4%	1.5%	3.1%	0.7%	1.9%	2.6%								
San Luis Potosí	0.9%	1.1%	0.3%	1.3%	2.0%	1.4%	1.5%	1.7%	0.8%	1.6%	3.9%	0.3%	1.4%	1.5%	3.3%	1.0%	0.7%	2.0%	1.2%	2.3%	1.5%	1.4%	1.9%	2.4%	1.1%	1.4%	3.1%	0.8%	0.6%	1.1%	1.4%	1.6%	1.9%								
Sinaloa	8.0%	1.9%	1.6%	0.9%	1.8%	0.3%	1.5%	3.2%	7.9%	1.4%	2.6%	0.5%	1.3%	1.1%	1.0%	2.8%	0.0%	1.3%	1.4%	0.8%	1.7%	1.5%	2.8%	1.5%	2.1%	1.2%	1.6%	1.4%	0.5%	0.4%	4.9%	1.8%									
Sonora	0.2%	2.9%	5.3%	0.9%	1.8%	1.8%	2.4%	3.4%	0.9%	2.1%	1.4%	0.7%	1.4%	0.4%	0.9%	3.4%	0.0%	2.2%	0.5%	0.6%	2.3%	1.4%	2.4%	1.2%	0.5%	1.2%	1.0%	5.2%	6.6%	0.2%	2.8%	0.6%	1.9%								
Tabasco	5.2%	1.4%	12.5%	2.5%	2.0%	2.4%	1.0%	2.0%	1.4%	2.7%	1.2%	0.3%	1.2%	1.2%	0.8%	2.2%	2.0%	1.3%	1.9%	1.2%	1.3%	2.0%	1.0%	1.5%	0.3%	1.5%	0.8%	0.5%	1.6%	0.5%	0.1%	1.4%	1.5%								
Tamaulipas	0.0%	2.3%	0.0%	1.4%	2.9%	1.8%	4.1%	2.1%	0.6%	4.3%	2.9%	0.9%	2.2%	2.4%	0.7%	2.9%	9.9%	2.7%	3.6%	0.7%	2.0%	1.8%	2.6%	1.6%	1.3%	0.4%	1.3%	4.1%	1.0%	0.5%	0.4%	0.3%	2.4%								
Tlaxcala	0.5%	0.4%	0.6%	0.8%	0.7%	0.3%	0.8%	1.1%	0.6%	0.8%	0.7%	0.2%	0.7%	1.2%	0.5%	0.5%	0.0%	0.8%	1.3%	1.8%	0.8%	0.7%	0.7%	0.9%	1.9%	0.1%	0.3%	0.5%	0.5%	0.2%	0.2%	0.3%	0.8%								
Veracruz	4.1%	2.8%	3.4%	2.8%	5.3%	2.8%	4.8%	4.5%	1.5%	8.6%	3.9%	2.1%	4.5%	3.5%	3.2%	5.7%	6.5%	5.7%	4.5%	4.9%	4.6%	4.8%	4.4%	4.6%	0.5%	1.8%	3.2%	3.0%	2.1%	2.2%	3.9%	2.1%	4.7%								
Yucatán	10.9%	2.4%	0.0%	5.6%	2.0%	2.7%	2.0%	4.4%	2.7%	2.5%	2.7%	1.1%	2.9%	3.2%	2.3%	6.8%	0.9%	1.6%	2.1%	1.2%	1.9%	6.3%	1.4%	1.7%	0.5%	2.1%	1.6%	3.8%	4.0%	3.6%	2.8%	2.0%	2.3%								
Zacatecas	0.0%	0.5%	3.4%	1.1%	0.4%	0.2%	1.1%	0.9%	0.0%	1.0%	0.9%	0.0%	0.7%	0.9%	0.4%	0.8%	0.0%	0.8%	0.4%	1.0%	7.5%	0.1%	0.9%	0.6%	0.0%	0.2%	0.4%	0.0%	0.2%	0.2%	0.3%	0.2%	1.2%								
TOTAL REPÚBLICA	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%								

Fuente: AMDA con información de Urban Science
Nota: No incluye información de Jaguar, Land Rover, y Mercedes-Benz.

4.3 Desempeño de compradores por Marca en alcaldías y municipios de la ZMVM

Focos rojos enero-junio 2026

JUNIO 2026	
Marca	Focos Rojos
SUZUKI	14
GWM	11
GAC	9
FORD	8
MITSUBISHI MOTORS	8
VOLKSWAGEN	8
HYUNDAI	7
LINCOLN	7
PORSCHE	7
GENERAL MOTORS	6
HONDA	6
NISSAN	6
JAC	5
KIA	5
LEXUS	5
MAZDA	5
MINI	5
STELLANTIS	5
TOYOTA	5
VOLVO	5
ACURA	4
BMW	4
RENAULT	4
AUDI	3
BESTUNE	3
FOTON	2
INFINITI	2
SUBARU	2
ISUZU	1
MG	0
SEAT	0

Durante enero-junio 2026, Suzuki presentó el mayor número de focos rojos (14) en la ZMVM. Cabe destacar que, al mes de junio MG y Seat no presentaron ningún foco rojo en el periodo de referencia.

Los “Focos Rojos”, refieren aquellas plazas donde el número de compradores es superior al promedio de la marca en el periodo referido, y además presenta caída con respecto al mismo periodo del año anterior.

Fuente: AMDA con información de Urban Science.



4.3 Desempeño de compradores por Marca en alcaldías y municipios de la ZMVM
(Variación % enero-junio 2026 vs 2025) [1/5]



		BESTUNE			FORD			FOTON			GAC			GENERAL MOTORS			GWM		
		2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%
Ciudad de México	ÁLVARO OBREGÓN	4	0	-100.0%	3,234	1,522	-52.9%	2	0	-100.0%	50	37	-26.0%	1,094	1,045	-4.5%	124	110	-11.3%
	AZCAPOTZALCO	1	0	-100.0%	492	266	-45.9%	0	0	0.0%	37	23	-37.8%	1,345	660	-50.9%	95	71	-25.3%
	BENITO JUÁREZ	3	0	-100.0%	842	293	-65.2%	0	0	0.0%	54	46	-14.8%	1,160	1,239	6.8%	111	98	-11.7%
	COYOACÁN	3	0	-100.0%	368	206	-44.0%	0	0	0.0%	39	35	-10.3%	685	784	14.5%	78	82	5.1%
	CUAJIMALPA DE MORELOS	0	0	0.0%	115	209	81.7%	39	25	-35.9%	37	16	-56.8%	1,033	552	-46.6%	143	122	-14.7%
	CUAUHTÉMOC	1	1	0.0%	800	586	-26.8%	0	0	0.0%	60	59	-1.7%	4,117	2,363	-42.6%	183	167	-8.7%
	GUSTAVO A. MADERO	2	1	-50.0%	144	147	2.1%	0	0	0.0%	50	51	2.0%	866	1,082	24.9%	131	137	4.6%
	IZTACALCO	1	0	-100.0%	591	105	-82.2%	0	0	0.0%	30	18	-40.0%	539	671	24.5%	41	44	7.3%
	IZTAPALAPA	9	2	-77.8%	319	234	-26.6%	0	0	0.0%	28	52	85.7%	1,608	1,997	24.2%	93	107	15.1%
	LA MAGDALENA CONTRERAS	1	0	-100.0%	38	64	68.4%	0	0	0.0%	21	9	-57.1%	207	188	-9.2%	23	23	0.0%
	MIGUEL HIDALGO	3	5	66.7%	769	841	9.4%	0	0	0.0%	206	125	-39.3%	4,111	3,795	-7.7%	287	178	-38.0%
	MILPA ALTA	0	0	0.0%	8	10	25.0%	0	0	0.0%	13	2	-84.6%	78	97	24.4%	4	5	25.0%
	TLÁHUAC	0	0	0.0%	28	39	39.3%	0	0	0.0%	18	11	-38.9%	290	331	14.1%	5	15	200.0%
Edo. de México	TLALPAN	2	1	-50.0%	126	165	31.0%	1	0	-100.0%	35	30	-14.3%	577	672	16.5%	91	73	-19.8%
	VENUSTIANO CARRANZA	3	0	-100.0%	88	107	21.6%	0	0	0.0%	20	27	35.0%	405	462	14.1%	54	54	0.0%
	XOCHIMILCO	1	0	-100.0%	50	50	0.0%	0	0	0.0%	16	14	-12.5%	271	352	29.9%	41	32	-22.0%
	ATIZAPÁN DE ZARAGOZA	5	0	-100.0%	220	115	-47.7%	0	0	0.0%	28	23	-17.9%	505	551	9.1%	71	57	-19.7%
	CHALCO	0	0	0.0%	21	27	28.6%	0	0	0.0%	0	3	0.0%	236	241	2.1%	9	6	-33.3%
	CHIMALHUACÁN	1	0	-100.0%	67	22	-67.2%	0	0	0.0%	2	4	100.0%	117	105	-10.3%	9	12	33.3%
	COACALCO DE BERRIOZÁBAL	0	0	0.0%	35	40	14.3%	0	0	0.0%	2	6	200.0%	208	200	-3.8%	37	41	10.8%
	CUAUTILÁN	0	0	0.0%	11	18	63.6%	0	0	0.0%	3	2	-33.3%	114	176	54.4%	8	6	-25.0%
	CUAUTILÁN IZCALLI	0	0	0.0%	184	246	33.7%	0	10	0.0%	28	29	3.6%	704	790	12.2%	56	40	-28.6%
	ECATEPEC DE MORELOS	1	3	200.0%	80	120	50.0%	0	0	0.0%	23	23	0.0%	947	891	-5.9%	65	94	44.6%
	HUIXQUILUCAN	2	0	-100.0%	358	311	-13.1%	0	0	0.0%	23	22	-4.3%	1,326	996	-24.9%	164	110	-32.9%
	IXTAPALUCA	0	0	0.0%	31	29	-6.5%	0	0	0.0%	3	7	133.3%	351	386	10.0%	17	10	-41.2%
	LA PAZ	1	0	-100.0%	19	22	15.8%	0	0	0.0%	0	6	0.0%	83	66	-20.5%	7	8	14.3%
	NAUCALPAN DE JUÁREZ	0	0	0.0%	903	678	-24.9%	0	0	0.0%	39	50	28.2%	700	784	12.0%	101	71	-29.7%
	NEZAHUALCÓYOTL	3	0	-100.0%	83	80	-3.6%	0	0	0.0%	16	28	75.0%	842	744	-11.6%	46	62	34.8%
	NICOLÁS ROMERO	0	0	0.0%	25	28	12.0%	0	0	0.0%	8	2	-75.0%	217	200	-7.8%	9	8	-11.1%
	TECÁMAC	1	0	-100.0%	27	36	33.3%	0	0	0.0%	9	3	-66.7%	317	334	5.4%	17	17	0.0%
	TEXCOCO	0	0	0.0%	38	41	7.9%	0	0	0.0%	3	0	-100.0%	424	473	11.6%	27	22	-18.5%
	TLALNEPANTLA DE BAZ	2	0	-100.0%	206	603	192.7%	35	5	-85.7%	44	31	-29.5%	715	817	14.3%	107	95	-11.2%
Hidalgo	TULTEPEC	0	0	0.0%	10	21	110.0%	0	0	0.0%	3	3	0.0%	81	111	37.0%	4	10	150.0%
	TULTITLÁN	0	1	0.0%	55	46	-16.4%	0	0	0.0%	6	6	0.0%	285	312	9.5%	24	25	4.2%
	VALLE DE CHALCO SOLIDARIDAD	0	0	0.0%	5	14	180.0%	0	0	0.0%	0	5	0.0%	102	82	-19.6%	4	6	50.0%
	ZUMPANGO	2	2	0.0%	26	86	230.8%	0	0	0.0%	0	1	0.0%	112	172	53.6%	1	4	300.0%
Hidalgo		2	0	-100.0%	9	7	-22.2%	0	0	0.0%	8	1	-87.5%	48	94	95.8%	4	4	0.0%
TOTAL ZMVM		54	16	-70.4%	10,425	7,434	-28.7%	77	40	-48.1%	962	810	-15.8%	26,820	24,815	-7.5%	2,291	2,026	-11.6%
TOTAL NACIONAL		357	440	23.2%	25,489	25,023	-1.8%	1,019	319	-68.7%	3,763	3,979	5.7%	94,601	96,921	2.5%	7,160	6,374	-11.0%

4.3 Desempeño de compradores por Marca en alcaldías y municipios de la ZMVM
(Variación % enero-junio 2026 vs 2025) [2/5]



		HONDA			HYUNDAI			ISUZU			JAC			KIA			LEXUS		
		2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%
Ciudad de México	ÁLVARO OBREGÓN	192	168	-12.5%	403	655	62.5%	0	0	0.0%	385	511	32.7%	696	804	15.5%	55	43	-21.8%
	AZCAPOTZALCO	145	135	-6.9%	164	181	10.4%	0	0	0.0%	53	57	7.5%	723	610	-15.6%	19	11	-42.1%
	BENITO JUÁREZ	233	244	4.7%	257	251	-2.3%	0	0	0.0%	114	75	-34.2%	1,117	1,122	0.4%	75	101	34.7%
	COYOACÁN	215	217	0.9%	203	191	-5.9%	0	0	0.0%	50	50	0.0%	575	622	8.2%	32	32	0.0%
	CUAJIMALPA DE MORELOS	70	78	11.4%	255	142	-44.3%	0	0	0.0%	29	36	24.1%	366	562	53.6%	61	43	-29.5%
	CUAUHTÉMOC	375	344	-8.3%	295	357	21.0%	0	0	0.0%	138	179	29.7%	1,530	1,229	-19.7%	42	36	-14.3%
	GUSTAVO A. MADERO	229	264	15.3%	120	156	30.0%	14	24	71.4%	79	78	-1.3%	559	583	4.3%	11	8	-27.3%
	IZTACALCO	87	117	34.5%	110	93	-15.5%	0	0	0.0%	31	19	-38.7%	211	203	-3.8%	13	5	-61.5%
	IZTAPALAPA	201	272	35.3%	383	335	-12.5%	382	317	-17.0%	82	80	-2.4%	566	675	19.3%	15	5	-66.7%
	LA MAGDALENA CONTRERAS	46	54	17.4%	61	52	-14.8%	0	0	0.0%	18	10	-44.4%	120	132	10.0%	14	17	21.4%
	MIGUEL HIDALGO	370	369	-0.3%	538	357	-33.6%	0	0	0.0%	356	217	-39.0%	1,150	1,479	28.6%	176	145	-17.6%
	MILPA ALTA	8	13	62.5%	8	10	25.0%	0	0	0.0%	10	9	-10.0%	29	27	-6.9%	1	2	100.0%
	TLÁHUAC	38	45	18.4%	22	40	81.8%	0	0	0.0%	16	11	-31.3%	89	120	34.8%	2	4	100.0%
	TLALPAN	166	167	0.6%	155	201	29.7%	0	0	0.0%	24	15	-37.5%	428	366	-14.5%	21	25	19.0%
Edo. de México	VENUSTIANO CARRANZA	70	78	11.4%	88	64	-27.3%	0	0	0.0%	46	42	-8.7%	302	291	-3.6%	9	9	0.0%
	XOCHIMILCO	57	93	63.2%	65	71	9.2%	0	0	0.0%	28	27	-3.6%	192	251	30.7%	5	3	-40.0%
	ATIZAPÁN DE ZARAGOZA	90	82	-8.9%	186	196	5.4%	0	0	0.0%	45	30	-33.3%	380	328	-13.7%	13	12	-7.7%
	CHALCO	17	19	11.8%	13	25	92.3%	0	0	0.0%	4	7	75.0%	61	61	0.0%	1	2	100.0%
	CHIMALHUACÁN	15	34	126.7%	8	29	262.5%	0	0	0.0%	6	10	66.7%	59	75	27.1%	1	1	0.0%
	COACALCO DE BERRIOZÁBAL	22	37	68.2%	147	187	27.2%	0	0	0.0%	19	15	-21.1%	192	220	14.6%	0	1	0.0%
	CUAUTILÁN	13	17	30.8%	46	55	19.6%	0	0	0.0%	8	9	12.5%	100	66	-34.0%	1	4	300.0%
	CUAUTITLÁN IZCALLI	119	97	-18.5%	220	157	-28.6%	0	0	0.0%	134	144	7.5%	699	562	-19.6%	12	27	125.0%
	ECATEPEC DE MORELOS	120	185	54.2%	451	365	-19.1%	0	0	0.0%	78	63	-19.2%	456	436	-4.4%	5	5	0.0%
	HUIXQUILUCAN	324	160	-50.6%	198	209	5.6%	0	0	0.0%	179	41	-77.1%	411	307	-25.3%	65	53	-18.5%
	IXTAPALUCA	11	14	27.3%	35	53	51.4%	0	0	0.0%	9	11	22.2%	121	135	11.6%	0	0	0.0%
	LA PAZ	19	17	-10.5%	9	22	144.4%	0	0	0.0%	4	5	25.0%	52	58	11.5%	0	0	0.0%
	NAUCALPAN DE JUÁREZ	302	221	-26.8%	177	161	-9.0%	0	0	0.0%	75	102	36.0%	672	714	6.3%	41	51	24.4%
	NEZAHUALCÓYOTL	95	123	29.5%	139	131	-5.8%	0	0	0.0%	23	32	39.1%	280	290	3.6%	7	5	-28.6%
	NICOLÁS ROMERO	23	28	21.7%	43	57	32.6%	0	0	0.0%	8	9	12.5%	80	75	-6.3%	0	2	0.0%
	TECÁMAC	52	40	-23.1%	55	47	-14.5%	0	0	0.0%	27	22	-18.5%	168	135	-19.6%	1	1	0.0%
	TEXCOCO	39	46	17.9%	4	13	225.0%	0	0	0.0%	8	8	0.0%	144	152	5.6%	1	2	100.0%
	TLALNEPANTLA DE BAZ	127	130	2.4%	240	308	28.3%	10	34	240.0%	56	55	-1.8%	424	432	1.9%	13	18	38.5%
	TULTEPEC	10	11	10.0%	22	30	36.4%	0	0	0.0%	3	4	33.3%	70	51	-27.1%	2	0	-100.0%
Hidalgo	TULTITLÁN	39	50	28.2%	71	129	81.7%	0	0	0.0%	20	22	10.0%	168	180	7.1%	0	2	0.0%
	VALLE DE CHALCO SOLIDARIDAD	6	17	183.3%	7	18	157.1%	0	0	0.0%	3	5	66.7%	50	54	8.0%	0	0	0.0%
Hidalgo	ZUMPANGO	15	12	-20.0%	10	12	20.0%	0	0	0.0%	8	6	-25.0%	25	30	20.0%	0	0	0.0%
	TIZAYUCA	11	13	18.2%	12	20	66.7%	0	0	0.0%	12	12	0.0%	31	34	9.7%	1	1	0.0%
TOTAL ZMVM		3,971	4,011	1.0%	5,220	5,380	3.1%	406	375	-7.6%	2,188	2,028	-7.3%	13,296	13,471	1.3%	715	676	-5.5%
TOTAL NACIONAL		18,738	19,756	5.4%	25,240	26,434	4.7%	1,206	1,254	4.0%	12,070	11,468	-5.0%	52,942	54,852	3.6%	1,320	1,369	3.7%

4.3 Desempeño de compradores por Marca en alcaldías y municipios de la ZMVM
(Variación % enero-junio 2026 vs 2025) [3/5]



		MAZDA			MG			MINI			MITSUBISHI MOTORS			NISSAN			RENAULT		
		2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%
Ciudad de México	ÁLVARO OBREGÓN	621	758	22.1%	150	145	-3.3%	25	14	-44.0%	164	102	-37.8%	1,516	1,756	15.8%	225	211	-6.2%
	AZCAPOTZALCO	474	587	23.8%	129	196	51.9%	8	5	-37.5%	625	199	-68.2%	1,741	1,135	-34.8%	115	136	18.3%
	BENITO JUÁREZ	1,116	1,013	-9.2%	177	137	-22.6%	48	20	-58.3%	187	101	-46.0%	1,349	1,213	-10.1%	239	270	13.0%
	COYOACÁN	604	749	24.0%	207	354	71.0%	26	18	-30.8%	84	161	91.7%	907	1,150	26.8%	83	120	44.6%
	CUAJIMALPA DE MORELOS	986	1,301	31.9%	130	329	153.1%	18	3	-83.3%	55	46	-16.4%	930	947	1.8%	41	40	-2.4%
	CUAUHTÉMOC	981	1,131	15.3%	218	158	-27.5%	24	10	-58.3%	184	210	14.1%	2,202	2,049	-6.9%	226	268	18.6%
	GUSTAVO A. MADERO	570	624	9.5%	198	237	19.7%	15	12	-20.0%	64	97	51.6%	1,286	1,248	-3.0%	179	161	-10.1%
	IZTACALCO	264	318	20.5%	60	52	-13.3%	0	1	0.0%	31	40	29.0%	910	562	-38.2%	55	52	-5.5%
	IZTAPALAPA	635	806	26.9%	216	208	-3.7%	21	8	-61.9%	75	97	29.3%	1,382	1,495	8.2%	134	158	17.9%
	LA MAGDALENA CONTRERAS	152	151	-0.7%	48	36	-25.0%	13	6	-53.8%	17	23	35.3%	278	253	-9.0%	26	28	7.7%
	MIGUEL HIDALGO	1,295	1,235	-4.6%	1,326	4,283	223.0%	54	17	-68.5%	868	351	-59.6%	3,669	4,621	25.9%	626	422	-32.6%
	MILPA ALTA	42	44	4.8%	11	7	-36.4%	1	0	-100.0%	1	5	400.0%	138	133	-3.6%	4	3	-25.0%
	TLÁHUAC	142	176	23.9%	46	11	-76.1%	5	0	-100.0%	19	23	21.1%	379	385	1.6%	27	38	40.7%
Edo. de México	TLALPAN	499	504	1.0%	169	72	-57.4%	19	8	-57.9%	85	77	-9.4%	785	733	-6.6%	86	78	-9.3%
	VENUSTIANO CARRANZA	249	266	6.8%	152	221	45.4%	4	0	-100.0%	42	39	-7.1%	517	606	17.2%	117	128	9.4%
	XOCHIMILCO	224	251	12.1%	66	20	-69.7%	7	3	-57.1%	12	25	108.3%	491	478	-2.6%	20	35	75.0%
	ATIZAPÁN DE ZARAGOZA	377	311	-17.5%	107	61	-43.0%	61	71	16.4%	20	47	135.0%	571	495	-13.3%	39	78	100.0%
	CHALCO	90	63	-30.0%	37	24	-35.1%	3	2	-33.3%	6	8	33.3%	199	243	22.1%	28	30	7.1%
	CHIMALHUACÁN	71	45	-36.6%	29	16	-44.8%	1	1	0.0%	8	4	-50.0%	196	213	8.7%	33	23	-30.3%
	COACALCO DE BERRIOZÁBAL	196	178	-9.2%	44	57	29.5%	3	2	-33.3%	12	14	16.7%	209	190	-9.1%	56	28	-50.0%
	CUAUTILÁN	63	71	12.7%	15	8	-46.7%	2	1	-50.0%	1	12	1100.0%	131	159	21.4%	8	16	100.0%
	CUAUTITLÁN IZCALLI	476	541	13.7%	227	320	41.0%	20	26	30.0%	46	136	195.7%	953	1,044	9.5%	105	211	101.0%
	ECATEPEC DE MORELOS	542	468	-13.7%	243	351	44.4%	17	45	164.7%	40	65	62.5%	1,182	1,186	0.3%	137	190	38.7%
	HUIXQUILUCAN	992	996	0.4%	490	231	-52.9%	69	55	-20.3%	257	163	-36.6%	2,560	2,273	-11.2%	481	279	-42.0%
	IXTAPALUCA	127	109	-14.2%	73	112	53.4%	3	1	-66.7%	6	8	33.3%	221	262	18.6%	63	82	30.2%
	LA PAZ	44	46	4.5%	21	11	-47.6%	4	2	-50.0%	3	2	-33.3%	168	120	-28.6%	23	23	0.0%
	NAUCALPAN DE JUÁREZ	689	586	-14.9%	188	653	247.3%	54	57	5.6%	115	97	-15.7%	1,056	927	-12.2%	101	101	0.0%
	NEZAHUALCÓYOTL	405	324	-20.0%	127	67	-47.2%	18	28	55.6%	49	35	-28.6%	647	636	-1.7%	108	111	2.8%
	NICOLÁS ROMERO	89	90	1.1%	22	16	-27.3%	3	4	33.3%	4	15	275.0%	270	283	4.8%	5	19	280.0%
	TECÁMAC	200	184	-8.0%	67	22	-67.2%	10	5	-50.0%	15	16	6.7%	388	364	-6.2%	28	39	39.3%
	TEXCOCO	82	64	-22.0%	72	131	81.9%	7	3	-57.1%	9	12	33.3%	264	300	13.6%	48	63	31.3%
	TLALNEPANTLA DE BAZ	457	453	-0.9%	155	211	36.1%	85	74	-12.9%	104	96	-7.7%	816	687	-15.8%	113	205	81.4%
Hidalgo	TULTEPEC	68	61	-10.3%	9	6	-33.3%	0	1	0.0%	2	8	300.0%	107	104	-2.8%	19	10	-47.4%
	TULTITLÁN	134	166	23.9%	47	28	-40.4%	6	7	16.7%	11	22	100.0%	331	302	-8.8%	34	38	11.8%
	VALLE DE CHALCO SOLIDARIDAD	50	55	10.0%	18	12	-33.3%	1	1	0.0%	1	2	100.0%	154	181	17.5%	29	31	6.9%
Hidalgo	ZUMPANGO	42	50	19.0%	9	2	-77.8%	1	2	100.0%	5	31	520.0%	102	152	49.0%	10	70	600.0%
	TIZAYUCA	56	45	-19.6%	14	7	-50.0%	4	3	-25.0%	10	5	-50.0%	151	135	-10.6%	12	11	-8.3%
TOTAL ZMVM		14,104	14,820	5.1%	5,317	8,812	65.7%	660	516	-21.8%	3,237	2,394	-26.0%	29,156	29,020	-0.5%	3,683	3,806	3.3%
TOTAL NACIONAL		49,909	52,010	4.2%	23,240	27,800	19.6%	1,914	1,657	-13.4%	13,979	15,249	9.1%	128,283	127,099	-0.9%	14,883	17,316	16.3%

4.3 Desempeño de compradores por Marca en alcaldías y municipios de la ZMVM
(Variación % enero-junio 2026 vs 2025) [4/5]



		SEAT			STELLANTIS			SUZUKI			TOYOTA			VOLKSWAGEN			ACURA			AUDI		
		2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%
Ciudad de México	ÁLVARO OBREGÓN	201	218	8.5%	530	377	-28.9%	262	231	-11.8%	840	867	3.2%	1,118	1,200	7.3%	8	7	-12.5%	64	58	-9.4%
	AZCAPOTZALCO	124	155	25.0%	235	152	-35.3%	162	144	-11.1%	424	492	16.0%	496	483	-2.6%	2	3	50.0%	56	23	-58.9%
	BENITO JUÁREZ	159	221	39.0%	576	643	11.6%	365	283	-22.5%	961	961	0.0%	909	1,153	26.8%	13	11	-15.4%	88	106	20.5%
	COYOACÁN	131	181	38.2%	220	262	19.1%	332	238	-28.3%	698	634	-9.2%	480	496	3.3%	10	2	-80.0%	62	30	-51.6%
	CUAJIMALPA DE MORELOS	46	45	-2.2%	1,710	1,121	-34.4%	110	58	-47.3%	753	844	12.1%	429	539	25.6%	3	2	-33.3%	83	87	4.8%
	CUAUHTÉMOC	201	246	22.4%	548	752	37.2%	388	353	-9.0%	1,017	1,171	15.1%	1,163	1,140	-2.0%	11	12	9.1%	61	61	0.0%
	GUSTAVO A. MADERO	211	264	25.1%	319	530	66.1%	333	279	-16.2%	620	616	-0.6%	776	668	-13.9%	2	5	150.0%	22	21	-4.5%
	IZTACALCO	83	95	14.5%	123	230	87.0%	134	93	-30.6%	234	208	-11.1%	240	231	-3.8%	5	4	-20.0%	3	9	200.0%
	IZTAPALAPA	241	247	2.5%	310	243	-21.6%	296	276	-6.8%	656	641	-2.3%	1,025	995	-2.9%	2	6	200.0%	29	39	34.5%
	LA MAGDALENA CONTRERAS	44	43	-2.3%	98	63	-35.7%	61	62	1.6%	168	180	7.1%	168	131	-22.0%	4	2	-50.0%	41	63	53.7%
	MIGUEL HIDALGO	170	267	57.1%	2,126	1,186	-44.2%	402	254	-36.8%	1,669	1,906	14.2%	1,588	1,742	9.7%	9	10	11.1%	147	147	0.0%
	MILPA ALTA	13	14	7.7%	17	17	0.0%	22	17	-22.7%	39	33	-15.4%	39	31	-20.5%	0	0	0.0%	2	2	0.0%
	TLÁHUAC	38	35	-7.9%	39	45	15.4%	71	50	-29.6%	113	107	-5.3%	113	105	-7.1%	0	1	0.0%	2	4	100.0%
	TLALPAN	109	175	60.6%	196	143	-27.0%	276	219	-20.7%	595	581	-2.4%	774	659	-14.9%	7	9	28.6%	53	65	22.6%
	VENUSTIANO CARRANZA	99	123	24.2%	104	65	-37.5%	150	113	-24.7%	271	258	-4.8%	339	426	25.7%	1	3	200.0%	11	19	72.7%
Edo. de México	XOCHIMILCO	66	68	3.0%	67	57	-14.9%	131	83	-36.6%	262	272	3.8%	176	133	-24.4%	4	3	-25.0%	11	8	-27.3%
	ATIZAPÁN DE ZARAGOZA	107	129	20.6%	159	263	65.4%	150	103	-31.3%	343	350	2.0%	530	409	-22.8%	0	5	0.0%	45	80	77.8%
	CHALCO	56	42	-25.0%	29	27	-6.9%	38	40	5.3%	38	46	21.1%	114	130	14.0%	0	0	0.0%	2	3	50.0%
	CHIMALHUACÁN	26	38	46.2%	35	33	-5.7%	23	24	4.3%	44	54	22.7%	101	74	-26.7%	0	0	0.0%	1	1	0.0%
	COACALCO DE BERRIOZÁBAL	46	54	17.4%	66	84	27.3%	55	45	-18.2%	115	159	38.3%	185	119	-35.7%	0	0	0.0%	0	4	0.0%
	CUAUTITLÁN	32	25	-21.9%	38	32	-15.8%	32	31	-3.1%	80	58	-27.5%	152	118	-22.4%	0	1	0.0%	6	1	-83.3%
	CUAUTITLÁN IZCALLI	93	126	35.5%	362	482	33.1%	381	180	-52.8%	583	631	8.2%	558	536	-3.9%	5	2	-60.0%	29	15	-48.3%
	ECATEPEC DE MORELOS	189	206	9.0%	213	197	-7.5%	234	185	-20.9%	449	490	9.1%	511	553	8.2%	2	5	150.0%	10	13	30.0%
	HUIXQUILUCAN	88	185	110.2%	472	770	63.1%	100	99	-1.0%	633	703	11.1%	640	882	37.8%	13	7	-46.2%	159	114	-28.3%
	IXTAPALUCA	79	81	2.5%	27	32	18.5%	62	47	-24.2%	48	53	10.4%	179	180	0.6%	1	0	100.0%	2	2	0.0%
	LA PAZ	23	23	0.0%	28	12	-57.1%	13	16	23.1%	49	51	4.1%	75	115	53.3%	0	0	0.0%	3	1	-66.7%
	NAUCALPAN DE JUÁREZ	146	176	20.5%	282	251	-11.0%	223	177	-20.6%	774	717	-7.4%	647	569	-12.1%	8	12	50.0%	43	34	-20.9%
	NEZAHUALCÓYOTL	157	171	8.9%	116	98	-15.5%	169	126	-25.4%	261	305	16.9%	413	408	-1.2%	1	0	100.0%	7	7	0.0%
	NICOLÁS ROMERO	45	38	-15.6%	25	33	32.0%	40	28	-30.0%	66	82	24.2%	127	89	-29.9%	2	2	0.0%	1	3	200.0%
	TECÁMAC	60	48	-20.0%	63	58	-7.9%	80	52	-35.0%	123	124	0.8%	167	117	-29.9%	0	1	0.0%	5	4	-20.0%
	TEXCOCO	22	26	18.2%	93	198	112.9%	48	24	-50.0%	150	128	-14.7%	171	201	17.5%	0	0	0.0%	0	1	0.0%
	TLALNEPANTLA DE BAZ	139	191	37.4%	229	242	5.7%	199	170	-14.6%	540	551	2.0%	620	535	-13.7%	1	5	400.0%	34	61	79.4%
	TULTEPEC	15	18	20.0%	34	25	-26.5%	31	30	-3.2%	23	41	78.3%	69	70	1.4%	1	1	0.0%	2	2	0.0%
	TULTITLÁN	51	53	3.9%	73	69	-5.5%	75	58	-22.7%	138	129	-6.5%	255	298	16.9%	0	0	0.0%	6	3	-50.0%
	VALLE DE CHALCO SOLIDARIDAD	35	25	-28.6%	22	17	-22.7%	18	20	11.1%	33	40	21.2%	69	46	-33.3%	0	0	0.0%	0	0	0.0%
	ZUMPANGO	18	11	-38.9%	28	20	-28.6%	22	8	-63.6%	36	46	27.8%	100	123	23.0%	0	0	0.0%	1	0	100.0%
Hidalgo	TIZAYUCA	9	25	177.8%	53	25	-52.8%	13	17	30.8%	33	61	84.8%	68	50	-26.5%	0	0	0.0%	1	2	100.0%
TOTAL ZMVM		3,372	4,088	21.2%	9,665	8,854	-8.4%	5,501	4,233	-23.1%	13,879	14,590	5.1%	15,584	15,754	1.1%	115	121	5.2%	1,092	1,093	0.1%
TOTAL NACIONAL		9,994	10,841	8.5%	41,259	48,748	18.2%	19,809	16,567	-16.4%	60,260	62,129	3.1%	64,593	65,565	1.5%	376	373	-0.8%	4,243	4,496	6.0%

4.3 Desempeño de compradores por Marca en alcaldías y municipios de la ZMVM
(Variación % enero-junio 2026 vs 2025) [5/5]



		BMW			INFINITI			LINCOLN			PORSCHE			SUBARU			VOLVO			TOTAL		
		2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%
Ciudad de México	ÁLVARO OBREGÓN	90	37	-58.9%	42	39	-7.1%	15	61	306.7%	58	52	-10.3%	39	40	2.6%	240	56	-76.7%	12,543	11,130	-11.3%
	AZCAPOTZALCO	20	23	15.0%	6	6	0.0%	7	3	-57.1%	3	2	-33.3%	14	10	-28.6%	0	24	0.0%	7,771	5,793	-25.5%
	BENITO JUÁREZ	136	75	-44.9%	8	16	100.0%	45	27	-40.0%	23	23	0.0%	42	36	-14.3%	0	62	0.0%	10,500	9,845	-6.2%
	COYOACÁN	59	29	-50.8%	2	5	150.0%	60	17	-71.7%	14	14	0.0%	18	35	94.4%	0	24	0.0%	6,311	6,745	6.9%
	CUAJIMALPA DE MORELOS	86	31	-64.0%	2	4	100.0%	10	8	-20.0%	31	36	16.1%	12	10	-16.7%	320	88	-72.5%	7,921	7,327	-7.5%
	CUAUHTÉMOC	72	57	-20.8%	10	22	120.0%	50	30	-40.0%	17	20	17.6%	28	47	67.9%	0	23	0.0%	15,048	13,086	-13.0%
	GUSTAVO A. MADERO	63	49	-22.2%	1	3	200.0%	9	3	-66.7%	7	12	71.4%	13	24	84.6%	0	18	0.0%	6,964	7,405	6.3%
	IZTACALCO	19	11	-42.1%	18	6	-66.7%	2	5	150.0%	5	3	-40.0%	4	13	225.0%	0	3	0.0%	3,876	3,212	-17.1%
	IZTAPALAPA	50	29	-42.0%	4	5	25.0%	23	12	-47.8%	7	9	28.6%	14	21	50.0%	0	17	0.0%	8,865	9,396	6.0%
	LA MAGDALENA CONTRERAS	23	6	-73.9%	2	2	0.0%	3	3	0.0%	8	8	0.0%	4	3	-25.0%	0	10	0.0%	1,734	1,625	-6.3%
	MIGUEL HIDALGO	111	69	-37.8%	13	25	92.3%	48	22	-54.2%	91	76	-16.5%	92	115	25.0%	241	70	-71.0%	22,678	24,337	7.3%
	MILPA ALTA	3	3	0.0%	0	1	0.0%	0	-2	0.0%	0	1	0.0%	3	1	-66.7%	0	1	0.0%	496	487	-1.8%
	TLÁHUAC	11	2	-81.8%	0	0	0.0%	0	0	0.0%	1	0	-100.0%	3	7	133.3%	0	0	0.0%	1,550	1,609	3.8%
	TLALPAN	50	25	-50.0%	2	5	150.0%	11	9	-18.2%	26	14	-46.2%	22	23	4.5%	0	32	0.0%	5,458	5,147	-5.7%
Edo. de México	VENUSTIANO CARRANZA	20	16	-20.0%	0	4	0.0%	2	3	50.0%	4	10	150.0%	10	13	30.0%	0	10	0.0%	3,210	3,460	7.8%
	XOCHIMILCO	19	15	-21.1%	5	3	-40.0%	1	5	400.0%	3	2	-33.3%	5	7	40.0%	0	11	0.0%	2,331	2,372	1.8%
	ATIZAPÁN DE ZARAGOZA	208	245	17.8%	5	3	-40.0%	6	11	83.3%	55	45	-18.2%	14	18	28.6%	0	29	0.0%	4,385	4,151	-5.3%
	CHALCO	6	15	150.0%	0	0	0.0%	1	0	-100.0%	0	1	0.0%	1	4	300.0%	0	1	0.0%	1,015	1,070	5.4%
	CHIMALHUACÁN	9	3	-66.7%	0	0	0.0%	1	0	-100.0%	0	0	0.0%	0	1	0.0%	0	4	0.0%	870	826	-5.1%
	COACALCO DE BERRIOZÁBAL	18	16	-11.1%	0	1	0.0%	1	2	100.0%	2	1	-50.0%	4	3	-25.0%	0	4	0.0%	1,710	1,708	-0.1%
	CUAUTITLÁN	9	5	-44.4%	0	0	0.0%	0	2	0.0%	2	1	-50.0%	0	2	0.0%	0	3	0.0%	892	899	0.8%
	CUAUTITLÁN IZCALLI	44	50	13.6%	5	6	20.0%	11	11	0.0%	10	7	-30.0%	11	14	27.3%	0	6	0.0%	6,112	6,446	5.5%
	ECATEPEC DE MORELOS	47	66	40.4%	1	1	0.0%	5	2	-60.0%	1	3	200.0%	11	4	-63.6%	0	6	0.0%	6,133	6,226	1.5%
	HUIXQUILUCAN	270	348	28.9%	14	15	7.1%	14	12	-14.3%	43	33	-23.3%	43	24	-44.2%	210	38	-81.9%	10,628	9,437	-11.2%
	IXTAPALUCA	5	7	40.0%	0	0	0.0%	1	0	-100.0%	0	0	0.0%	0	4	0.0%	0	3	0.0%	1,485	1,628	9.6%
	LA PAZ	8	5	-37.5%	0	0	0.0%	0	1	0.0%	0	0	0.0%	0	2	0.0%	0	0	0.0%	659	635	-3.6%
	NAUCALPAN DE JUÁREZ	172	252	46.5%	9	9	0.0%	15	17	13.3%	28	22	-21.4%	20	28	40.0%	172	23	-86.6%	7,827	7,544	-3.6%
	NEZAHUALCÓYOTL	58	76	31.0%	0	0	0.0%	5	4	-20.0%	1	5	400.0%	4	12	200.0%	0	11	0.0%	4,118	3,921	-4.8%
	NICOLÁS ROMERO	6	8	33.3%	0	0	0.0%	1	0	-100.0%	0	1	0.0%	0	3	0.0%	0	3	0.0%	1,124	1,127	0.3%
	TECÁMAC	18	18	0.0%	0	0	0.0%	2	0	-100.0%	2	1	-50.0%	0	8	0.0%	0	2	0.0%	1,915	1,698	-11.3%
	TEXCOCO	12	9	-25.0%	0	1	0.0%	0	1	0.0%	0	3	0.0%	0	2	0.0%	0	2	0.0%	1,714	1,926	12.4%
	TLALNEPANTLA DE BAZ	213	205	-3.8%	1	3	200.0%	3	8	166.7%	17	13	-23.5%	13	20	53.8%	0	23	0.0%	5,763	6,286	9.1%
	TULTEPEC	10	7	-30.0%	0	1	0.0%	1	0	-100.0%	0	0	0.0%	0	1	0.0%	0	0	0.0%	600	627	4.5%
	TULTITLÁN	15	30	100.0%	1	0	-100.0%	3	1	-66.7%	1	3	200.0%	0	6	0.0%	0	4	0.0%	1,865	1,991	6.8%
	VALLE DE CHALCO SOLIDARIDAD	6	9	50.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	1	0.0%	0	2	0.0%	617	643	4.2%
	ZUMPANGO	1	2	100.0%	0	0	0.0%	0	0	0.0%	1	1	0.0%	1	0	-100.0%	0	0	0.0%	580	843	45.3%
Hidalgo	TIZAYUCA	7	13	85.7%	0	0	0.0%	1	0	-100.0%	1	2	100.0%	1	2	100.0%	0	0	0.0%	576	589	2.3%
TOTAL ZMVM		1,974	1,866	-5.5%	151	186	23.2%	357	278	-22.1%	462	424	-8.2%	446	564	26.5%	1,183	613	-48.2%	177,844	173,197	-2.6%
TOTAL NACIONAL		7,326	6,960	-5.0%	480	633	31.9%	1,039	885	-14.8%	1,667	1,703	2.2%	1,820	2,282	25.4%	3,126	1,773	-43.3%	705,870	717,261	1.6%

5. Top 10 compradores de la ZMVM (enero-junio 2026)

	Segmento	Marca	Modelo	Unidades	Participación % en ZMVM	Var 2026-2025
1	Subcompactos	General Motors	Aveo	10,921	6.3%	17.4%
2	Compactos	Nissan	Versa	7,851	4.5%	-11.3%
3	Compactos	Kia	K3	7,073	4.1%	1.0%
4	Compactos	MG	MG5	4,249	2.5%	101.0%
5	Subcompactos	Nissan	March	3,939	2.3%	-7.6%
6	Camiones	Nissan	NP300	3,852	2.2%	-34.5%
7	Usos Múltiple	Nissan	CX-30	3,678	2.1%	2.3%
8	Usos Múltiple	Nissan	MAGNITE	3,611	2.1%	197.2%
9	Usos Múltiple	Nissan	Kicks	3,503	2.0%	-5.9%
10	Subcompactos	Mazda	Mazda 2	3,470	2.0%	-1.1%
Total ZMVM				173,197	30.1%	

Fuente: AMDA con información de Urban Science

Estos 10 modelos representan el 30.1% de las preferencias de los compradores de la ZMVM durante enero-junio de 2026, juntos suman 52,147 unidades.



Asociación Mexicana de
Distribuidores de Automotores A.C.



REPORTE DE COMPRADORES

ZONA METROPOLITANA DEL VALLE DE MÉXICO

JUNIO 2026

www.amda.mx