



REPORTE DE COMPRADORES

ZONA METROPOLITANA DEL VALLE DE MÉXICO

AGOSTO 2026

Resultados

Agosto 2026



En el mes de agosto 2026, se registraron 29,784 compradores en la Zona Metropolitana del Valle de México (ZMVM), cifra -5.3% inferior a los 31,467 compradores de agosto 2025, equivalente a 1,683 compradores menos.

En el acumulado a agosto 2026 se tuvieron 233,365 compradores en la ZMVM lo que significó un retroceso anual de -3.0%, es decir, 7,256 compradores menos respecto a 2025.

Durante el periodo enero-agosto 2026 el nivel de compradores en la ZMVM es +8.4% superior al nivel registrado en el mismo lapso de 2019.

A nivel nacional, durante agosto 2026 el total de compradores ha mostrado un desempeño positivo registrando 123,070 compradores, colocándose +0.3% por encima de los niveles alcanzados en 2025.

Las regiones Golfo Peninsular y Sur son las que presentan las mayores variaciones porcentuales, con un avance anual de +6.8% y +6.6% respectivamente, en contraste Metropolitana es la región del país que presenta la mayor disminución con -4.3%.

En el análisis por segmentos a nivel nacional Lujo y Deportivo registraron las mayores caídas anuales, -6.3% y -16.4% respectivamente, mientras que Usos Múltiple registra el mayor avance (+6.0%).

En la ZMVM se presenta avance en dos de los seis segmentos, en contraste, Deportivo (-15.9%) y Camiones Ligeros (-24.6%) registraron las mayores disminuciones porcentuales en comparativa anual.

Mientras que, el segmento Subcompactos es el que mayor avance porcentual registra: +3.4%.

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

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

Contenido

Enero-agosto 2026

1. Comparativo de compradores enero-agosto 2026 vs 2025 por región.
2. Comparativo de compradores enero-agosto 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-agosto 2026 vs 2025.
5. Top 10 compras de la ZMVM (enero-agosto 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.

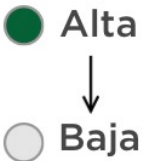
Compradores de vehículos ligeros por región

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

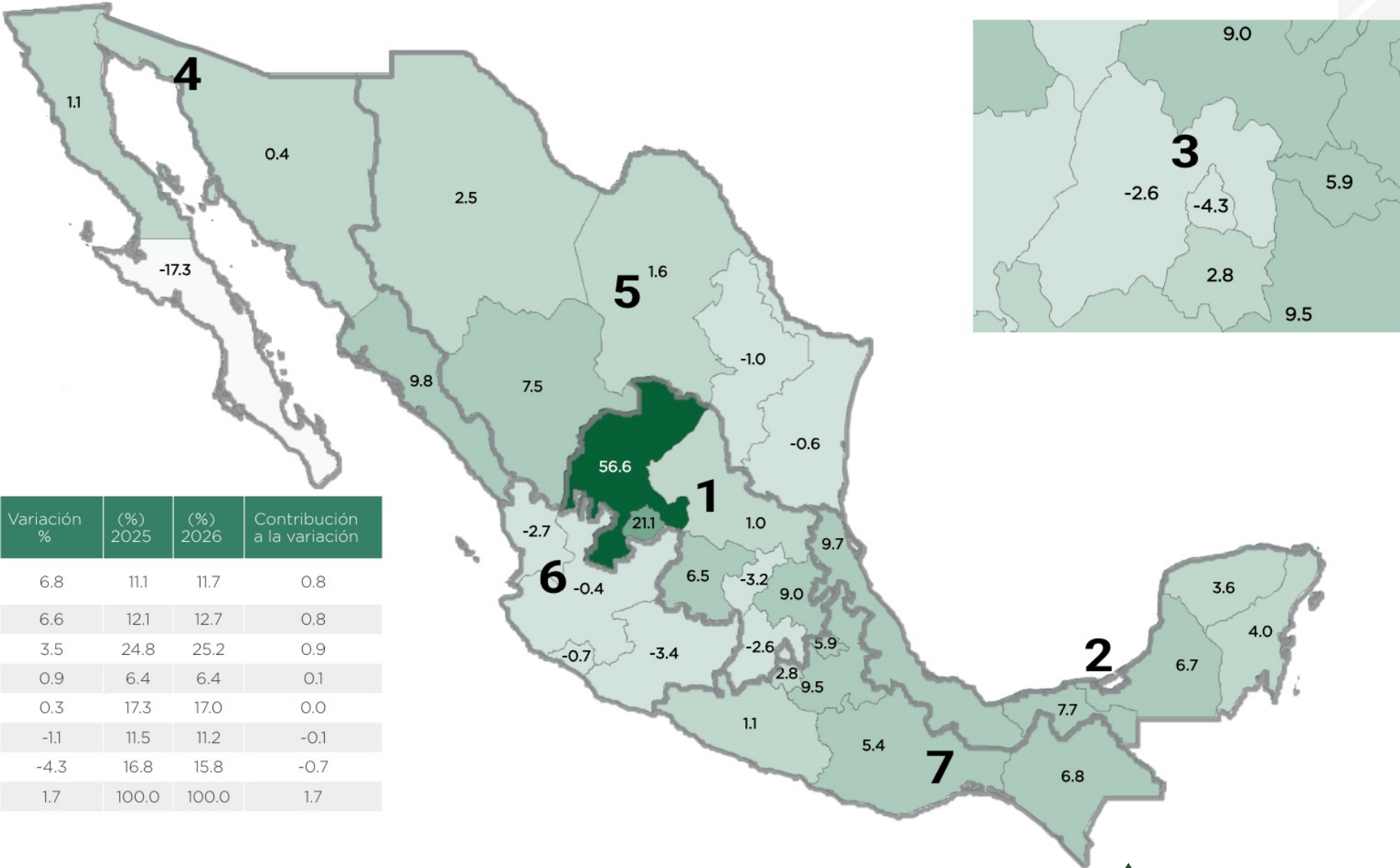
Regiones

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

Variación % anual



REGIÓN	ENE-AGO 2025	ENE-AGO 2026	Variación %	(%) 2025	(%) 2026	Contribución a la variación
GOLFO PENINSULAR	104,913	112,068	6.8	11.1	11.7	0.8
SUR	113,982	121,487	6.6	12.1	12.7	0.8
CENTRO	233,643	241,908	3.5	24.8	25.2	0.9
NOROESTE	60,849	61,397	0.9	6.4	6.4	0.1
NORTE	163,132	163,593	0.3	17.3	17.0	0.0
OCCIDENTE	108,973	107,749	-1.1	11.5	11.2	-0.1
METROPOLITANA	158,452	151,589	-4.3	16.8	15.8	-0.7
TOTAL	943,944	959,791	1.7	100.0	100.0	1.7



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-agosto)

Estado	Enero-Agosto 2025	% respecto al total	Enero-Agosto 2026	% respecto al total	VAR %
ZMVM	240,621	25.3%	233,365	24.1%	-3.0%
Aguascalientes	16,294	1.7%	19,733	2.0%	21.1%
Baja California	20,445	2.2%	20,676	2.1%	1.1%
Baja California Sur	7,267	0.8%	6,010	0.6%	-17.3%
Campeche	6,598	0.7%	7,040	0.7%	6.7%
Chiapas	21,366	2.2%	22,818	2.4%	6.8%
Chihuahua	20,756	2.2%	21,267	2.2%	2.5%
Coahuila	25,251	2.7%	25,645	2.7%	1.6%
Colima	7,944	0.8%	7,891	0.8%	-0.7%
CDMX	158,452	16.6%	151,589	15.7%	-4.3%
Durango	7,532	0.8%	8,096	0.8%	7.5%
Edo. de México	115,685	12.0%	112,693	11.7%	-2.6%
Guanajuato	37,603	4.0%	40,043	4.1%	6.5%
Guerrero	11,016	1.2%	11,140	1.2%	1.1%
Hidalgo	13,562	1.4%	14,789	1.5%	9.0%
Jalisco	72,800	7.6%	72,524	7.5%	-0.4%
Michoacán	20,563	2.2%	19,872	2.1%	-3.4%
Morelos	12,963	1.4%	13,330	1.4%	2.8%
Nayarit	7,666	0.8%	7,462	0.8%	-2.7%
Nuevo León	85,958	9.0%	85,093	8.8%	-1.0%
Oaxaca	16,609	1.8%	17,503	1.8%	5.4%
Puebla	44,914	4.7%	49,161	5.1%	9.5%
Querétaro	23,774	2.5%	23,013	2.4%	-3.2%
Quintana Roo	22,648	2.4%	23,565	2.4%	4.0%
San Luis Potosí	18,355	1.9%	18,532	1.9%	1.0%
Sinaloa	15,368	1.6%	16,871	1.7%	9.8%
Sonora	17,769	1.9%	17,840	1.8%	0.4%
Tabasco	13,371	1.4%	14,398	1.5%	7.7%
Tamaulipas	23,635	2.5%	23,492	2.4%	-0.6%
Tlaxcala	7,114	0.8%	7,535	0.8%	5.9%
Veracruz	41,086	4.3%	45,089	4.7%	9.7%
Yucatán	21,210	2.2%	21,976	2.3%	3.6%
Zacatecas	8,370	0.9%	13,105	1.4%	56.6%
Otras Marcas	7,985	0.9%	6,935	0.7%	-13.1%
Total	951,929	100.0%	966,726	100.0%	1.6%

En el periodo de enero-agosto 2026, se observa una variación anual positiva a nivel nacional (+1.6%), y negativa en la ZMVM (-3.0%).

22 entidades federativas presentan aumento de compradores en comparativa anual.

Las mayores disminuciones anuales se dieron en:

- Baja California Sur (-17.3%)
- CDMX (-4.3%)
- Michoacán (-3.4%)

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.



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ZONA METROPOLITANA DEL
VALLE DE MÉXICO

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

Estado	Agosto 2025	% respecto al total	Agosto 2026	% respecto al total	VAR %
ZMVM	31,467	25.7%	29,784	24.2%	-5.3%
Aguascalientes	2,055	1.7%	2,586	2.1%	25.8%
Baja California	2,500	2.0%	2,590	2.1%	3.6%
Baja California Sur	813	0.7%	576	0.5%	-29.2%
Campeche	766	0.6%	834	0.7%	8.9%
Chiapas	2,707	2.2%	2,893	2.4%	6.9%
Chihuahua	2,676	2.2%	2,592	2.1%	-3.1%
Coahuila	3,217	2.6%	3,268	2.7%	1.6%
Colima	989	0.8%	1,046	0.8%	5.8%
CDMX	20,699	16.9%	18,817	15.3%	-9.1%
Durango	948	0.8%	1,090	0.9%	15.0%
Edo. de México	15,760	12.8%	15,013	12.2%	-4.7%
Guanajuato	4,804	3.9%	5,243	4.3%	9.1%
Guerrero	1,391	1.1%	1,385	1.1%	-0.4%
Hidalgo	1,696	1.4%	1,929	1.6%	13.7%
Jalisco	9,468	7.7%	9,357	7.6%	-1.2%
Michoacán	2,567	2.1%	2,566	2.1%	0.0%
Morelos	1,716	1.4%	1,673	1.4%	-2.5%
Nayarit	985	0.8%	936	0.8%	-5.0%
Nuevo León	11,181	9.1%	10,675	8.7%	-4.5%
Oaxaca	2,048	1.7%	2,292	1.9%	11.9%
Puebla	5,766	4.7%	6,583	5.3%	14.2%
Querétaro	3,143	2.6%	3,089	2.5%	-1.7%
Quintana Roo	2,827	2.3%	2,521	2.0%	-10.8%
San Luis Potosí	2,299	1.9%	2,293	1.9%	-0.3%
Sinaloa	2,080	1.7%	1,996	1.6%	-4.0%
Sonora	2,328	1.9%	2,267	1.8%	-2.6%
Tabasco	1,593	1.3%	1,850	1.5%	16.1%
Tamaulipas	3,127	2.5%	2,990	2.4%	-4.4%
Tlaxcala	888	0.7%	898	0.7%	1.1%
Veracruz	5,272	4.3%	5,764	4.7%	9.3%
Yucatán	2,652	2.2%	2,568	2.1%	-3.2%
Zacatecas	972	0.8%	2,173	1.8%	123.6%
Otras Marcas	738	0.6%	717	0.6%	-2.8%
Total	122,671	100.0%	123,070	100.0%	0.3%

En el mes de agosto 2026, se observa una variación anual positiva a nivel nacional (+0.3%) y negativa en la ZMVM (-5.3%).

15 entidades federativas presentan aumento de compradores en comparativa anual.

Las mayores disminuciones anuales se dieron en:

- Baja California Sur (-29.2%)
- Quintana Roo (-10.8%)
- CDMX (-9.1%)

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								
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMÓVILES	USOS MÚLTIPLE	CAMIONES LIGEROS	TOTAL CAMIONES LIGEROS	TOTAL
Enero-Agosto 2026	152,829	199,566	39,585	3,216	395,196	389,968	181,562	571,530	966,726
Enero-Agosto 2025	149,325	204,801	42,242	3,846	400,215	367,930	183,784	551,714	951,929
Var(%)	2.3%	-2.6%	-6.3%	-16.4%	-1.3%	6.0%	-1.2%	3.6%	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, -6.3% y -16.4% respectivamente, en contraste Usos Múltiple es el segmento que registra el mayor avance porcentual anual (+6.0%).

	ZMVM								
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMÓVILES	USOS MÚLTIPLE	CAMIONES LIGEROS	TOTAL CAMIONES LIGEROS	TOTAL
Enero-Agosto 2026	42,794	47,985	10,193	1,161	102,133	100,171	31,061	131,232	233,365
Enero-Agosto 2025	41,404	48,137	11,057	1,381	101,979	97,449	41,193	138,642	240,621
Var(%)	3.4%	-0.3%	-7.8%	-15.9%	0.2%	2.8%	-24.6%	-5.3%	-3.0%

En la ZMVM se presenta avance en dos de los seis segmentos, mientras que Deportivo y Camiones Ligeros registran caídas en comparativa anual -15.9% y -24.6% respectivamente.

El segmento Subcompactos es el que mayor avance porcentual anual registra: (+3.4%).

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-agosto 2026 vs 2025)

	MUNICIPIO/ALCALDÍA	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMÓVILES	USOS MÚLTIPLE	CAMIONES LIGEROS	TOTAL CAMIONES LIGEROS	TOTAL
Ciudad de México	ÁLVARO OBREGÓN	9.5%	-1.8%	-19.8%	101.6%	1.2%	10.4%	-52.5%	-13.1%	-8.6%
	AZCAPOTZALCO	-29.7%	-16.3%	-5.7%	10.0%	-21.5%	14.5%	-58.0%	-16.1%	-18.4%
	BENITO JUÁREZ	5.6%	-11.8%	-11.8%	-48.7%	-6.4%	-3.9%	9.6%	-1.0%	-3.3%
	COYOACÁN	7.1%	14.7%	-26.5%	-41.9%	5.1%	-0.8%	8.7%	0.8%	2.7%
	CUAJIMALPA DE MORELOS	-12.4%	24.3%	-22.1%	-27.9%	0.4%	-8.0%	-27.2%	-13.5%	-7.7%
	CUAUHTÉMOC	-5.6%	-14.8%	-16.7%	-25.6%	-10.7%	-2.0%	-44.9%	-19.4%	-15.8%
	GUSTAVO A. MADERO	6.6%	-1.1%	-17.7%	-16.7%	0.1%	6.3%	6.7%	6.4%	3.6%
	IZTACALCO	24.6%	-27.5%	-26.5%	-33.3%	-9.1%	-8.9%	-48.1%	-21.0%	-16.5%
	IZTAPALAPA	15.2%	4.3%	-4.1%	-21.4%	8.3%	7.3%	-13.0%	1.4%	4.4%
	LA MAGDALENA CONTRERAS	1.5%	-16.9%	-9.4%	-20.0%	-8.6%	-8.9%	-29.6%	-13.3%	-11.2%
	MIGUEL HIDALGO	25.9%	58.4%	-13.2%	-26.5%	37.9%	8.7%	-52.1%	-18.6%	3.0%
	MILPA ALTA	10.4%	-7.0%	10.5%	-75.0%	0.6%	11.2%	-24.4%	-1.9%	-0.7%
	TLÁHUAC	6.1%	15.0%	-21.2%	0.0%	8.6%	19.7%	-31.0%	5.6%	7.0%
	TLALPAN	2.1%	-9.2%	-17.2%	-38.1%	-6.3%	2.4%	-11.2%	0.1%	-2.7%
Edo. de México	VENUSTIANO CARRANZA	5.6%	-2.5%	1.4%	25.0%	1.5%	14.2%	-9.6%	8.6%	5.5%
	XOCHIMILCO	7.2%	2.8%	-13.4%	-38.5%	2.5%	9.3%	-21.7%	3.4%	3.0%
	ATIZAPÁN DE ZARAGOZA	5.3%	-17.1%	8.1%	-8.2%	-3.3%	-5.5%	-17.7%	-8.5%	-6.2%
	CHALCO	-3.8%	10.1%	-7.9%	0.0%	2.3%	13.2%	14.7%	13.5%	8.0%
	CHIMALHUACÁN	-2.9%	2.4%	0.0%	-14.3%	0.0%	8.1%	-25.8%	-2.8%	-1.5%
	COACALCO DE BERRIOZÁBAL	7.5%	-11.1%	10.2%	-28.6%	-2.0%	0.6%	-15.4%	-2.3%	-2.2%
	CUAUTITLÁN	-5.4%	-6.7%	-32.5%	28.6%	-7.6%	4.1%	22.2%	8.4%	1.5%
	CUAUTITLÁN IZCALLI	0.8%	-5.0%	-1.6%	21.9%	-2.2%	7.1%	42.6%	16.5%	8.1%
	ECATEPEC DE MORELOS	-11.3%	-5.5%	15.5%	-20.0%	-7.0%	6.9%	-6.4%	4.0%	-1.1%
	HUIXQUILUCAN	-2.1%	-33.7%	-10.6%	0.0%	-17.0%	-12.3%	50.6%	2.3%	-7.0%
	IXTAPALUCA	10.1%	-8.2%	22.9%	-37.5%	0.8%	24.7%	-0.5%	19.6%	10.0%
	LA PAZ	-9.4%	-7.3%	-25.0%	0.0%	-9.3%	11.6%	-1.2%	7.4%	0.1%
	NAUCALPAN DE JUÁREZ	14.6%	-15.4%	11.6%	-6.3%	-1.7%	-6.3%	-5.7%	-6.2%	-4.3%
	NEZAHUALCÓYOTL	-11.0%	-16.8%	24.6%	0.0%	-10.9%	0.6%	-13.7%	-2.2%	-6.4%
	NICOLÁS ROMERO	-4.1%	2.6%	65.5%	50.0%	2.3%	-4.0%	-3.2%	-3.8%	-1.1%
	TECÁMAC	-9.8%	-20.4%	-9.9%	-50.0%	-15.7%	-2.0%	-13.0%	-4.3%	-9.7%
	TEXCOCO	16.5%	2.7%	0.0%	-27.3%	8.1%	16.3%	22.9%	18.2%	14.1%
	TLALNEPANTLA DE BAZ	4.4%	-18.8%	3.5%	-21.0%	-6.2%	6.9%	29.6%	12.5%	3.7%
	TULTEPEC	-0.7%	7.1%	-7.4%	-42.9%	1.7%	16.0%	-2.4%	10.9%	6.9%
	TULTITLÁN	-0.8%	-3.9%	20.8%	45.5%	-0.4%	13.8%	6.5%	11.8%	6.5%
	VALLE DE CHALCO SOLIDARIDAD	-5.6%	-13.0%	-4.8%	-90.0%	-11.6%	17.4%	5.3%	14.1%	1.2%
Hidalgo	ZUMPANGO	24.0%	-7.5%	28.6%	75.0%	8.6%	27.0%	113.5%	51.5%	33.5%
	TIZAYUCA	36.1%	-14.2%	86.4%	75.0%	10.1%	11.7%	-22.3%	0.0%	3.9%
Total ZMVM		3.4%	-0.3%	-7.8%	-15.9%	0.2%	2.8%	-24.6%	-5.3%	-3.0%

- De los 37 municipios y alcaldías que componen a la ZMVM, 19 presentaron incrementos en comparativa anual.

- El mayor crecimiento porcentual se registró en el municipio de Zumpango, Estado de México (+33.5%), mientras que la mayor caída se observó en la alcaldía Azcapotzalco, en la CDMX (-18.4%).

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-agosto 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	-54.1%	-24.9%	-66.4%	6.9%	-5.5%	-14.5%	2.2%	6.9%	-27.2%	-9.1%	1.5%	-2.3%	3.5%	53.4%	-23.0%	-19.9%	-5.8%	-2.8%	17.3%	-7.7%	-23.0%	7.2%	1.8%	-9.7%	-7.5%	-6.7%	12.7%	-21.2%	-8.1%	16.2%	-47.5%	-3.0%
Aguascalientes	-100.0%	238.1%	-70.0%	80.0%	5.3%	-10.9%	-3.0%	11.9%	-73.1%	-26.7%	32.2%	-13.3%	-1.8%	-31.1%	17.4%	-30.7%	19.9%	25.9%	32.7%	157.9%	-26.4%	2.3%	-0.3%	0.0%	-5.1%	-3.0%	-45.0%	-80.0%	21.7%	14.3%	-10.5%	21.1%
Baja California	-75.0%	-14.5%	-100.0%	17.2%	0.9%	-65.7%	17.8%	-3.8%	-68.4%	14.3%	-6.6%	70.0%	4.7%	-7.3%	-51.7%	-17.0%	12.1%	145.3%	23.2%	-18.9%	-16.9%	-3.1%	6.4%	0.0%	-8.6%	-17.9%	171.4%	-9.5%	583.3%	6.0%	-24.3%	1.1%
Baja California Sur	114.3%	10.5%	-90.5%	50.0%	-20.5%	-75.0%	9.2%	-83.0%	-66.7%	-52.2%	-22.9%	20.0%	7.1%	7.5%	-42.9%	-28.9%	-19.3%	-60.9%	-59.5%	30.0%	-32.4%	-8.7%	-51.0%	-100.0%	-10.7%	-14.8%	100.0%	-65.0%	150.0%	35.6%	-47.1%	-17.3%
Campeche	700.0%	5.4%	-100.0%	48.8%	6.5%	0.0%	16.6%	-9.7%	0.0%	-4.9%	-9.9%	0.0%	7.9%	27.7%	100.0%	49.2%	12.2%	12.0%	24.7%	27.7%	-2.1%	13.0%	3.7%	-100.0%	-28.6%	-12.5%	50.0%	150.0%	-40.0%	-40.0%	-54.5%	6.7%
CDMX	-52.2%	-34.4%	-65.3%	-19.2%	-11.8%	-15.5%	7.9%	6.1%	-31.6%	-11.0%	6.6%	-4.1%	9.6%	87.7%	-54.2%	-30.0%	-6.2%	-9.1%	20.6%	-16.0%	-21.5%	6.0%	4.3%	-5.0%	-4.3%	-43.6%	16.5%	-31.2%	-2.8%	16.2%	-45.8%	-4.3%
Chiapas	-33.3%	18.8%	0.0%	37.7%	1.7%	-42.3%	6.3%	2.3%	-38.6%	-25.9%	14.9%	100.0%	4.3%	23.8%	26.5%	12.9%	11.2%	0.3%	12.7%	22.9%	-35.3%	28.4%	8.4%	-50.0%	57.6%	4.9%	-33.3%	-31.3%	75.0%	120.0%	-43.6%	6.8%
Chihuahua	316.7%	-6.4%	0.0%	12.6%	2.3%	17.5%	4.2%	-7.4%	36.4%	23.4%	-8.2%	62.5%	14.7%	-8.7%	-17.1%	55.2%	3.7%	39.4%	3.6%	0.6%	-19.0%	1.4%	9.3%	-24.2%	9.4%	6.6%	13.2%	6.6%	28.6%	-0.8%	-40.9%	2.5%
Coahuila	-87.5%	23.6%	0.0%	-12.5%	-0.3%	-15.5%	5.0%	7.5%	-23.4%	9.7%	8.0%	66.7%	8.3%	3.1%	16.7%	-7.3%	-3.6%	45.0%	5.0%	5.1%	-4.9%	1.4%	-2.2%	-20.0%	-1.9%	-2.5%	0.0%	0.0%	-3.3%	13.3%	-36.8%	1.6%
Colima	-63.9%	16.2%	0.0%	-10.6%	7.9%	-13.2%	-9.4%	-8.7%	44.4%	-10.8%	3.5%	33.3%	2.3%	-5.4%	100.0%	7.8%	-1.0%	29.8%	142.9%	-18.0%	1.6%	0.0%	5.0%	0.0%	-69.2%	13.8%	0.0%	40.0%	133.3%	-6.8%	37.5%	-0.7%
Durango	0.0%	12.9%	0.0%	-8.3%	9.3%	-3.0%	24.8%	30.3%	0.0%	-12.8%	3.7%	0.0%	3.7%	-30.3%	33.3%	35.6%	5.9%	59.8%	-24.1%	0.5%	-15.7%	12.0%	6.8%	0.0%	14.6%	21.9%	150.0%	100.0%	14.3%	40.0%	0.0%	7.5%
Edo. de México	-30.2%	-2.5%	-82.6%	16.9%	5.7%	-15.7%	-4.9%	8.2%	45.2%	-7.2%	-7.1%	12.1%	-4.9%	-5.4%	-1.6%	27.5%	-12.9%	4.9%	11.2%	16.2%	-22.3%	11.0%	-2.0%	-18.3%	-16.0%	16.5%	2.3%	15.0%	-15.5%	6.4%	-47.7%	-2.6%
Guanajuato	71.4%	17.5%	-94.8%	-27.6%	5.0%	-8.2%	4.1%	19.3%	64.7%	28.7%	4.3%	137.5%	10.9%	8.8%	-5.8%	-15.7%	8.2%	36.1%	7.5%	33.0%	-5.7%	4.5%	-2.5%	0.0%	1.0%	-12.5%	12.5%	20.0%	-2.2%	38.6%	-43.3%	6.5%
Guerrero	-100.0%	47.2%	-15.4%	0.0%	1.5%	-41.5%	12.7%	5.0%	0.0%	3.1%	14.6%	0.0%	-6.5%	-18.7%	-4.2%	-1.9%	5.2%	-21.9%	-6.1%	14.7%	-45.2%	5.0%	-10.8%	0.0%	13.0%	5.2%	50.0%	-72.7%	50.0%	-11.1%	-40.0%	1.2%
Hidalgo	-44.7%	18.1%	0.0%	-37.9%	21.9%	3.4%	9.0%	43.1%	12.5%	-10.3%	-0.3%	120.0%	7.4%	11.0%	26.7%	36.5%	10.8%	23.5%	16.5%	-5.5%	-13.4%	12.5%	0.5%	150.0%	7.8%	15.9%	400.0%	0.0%	21.1%	39.0%	-88.9%	9.0%
Jalisco	72.0%	6.5%	-73.4%	18.5%	-0.5%	-13.0%	-4.9%	5.8%	-22.5%	-27.0%	-13.7%	28.4%	-2.3%	32.2%	3.7%	-0.7%	-1.1%	37.5%	10.7%	11.3%	-10.1%	-3.3%	12.0%	-4.6%	-9.5%	-1.1%	15.2%	6.9%	10.1%	24.0%	-51.6%	-0.3%
Michoacán	22.2%	-23.0%	-66.7%	-67.5%	-2.8%	-21.1%	-15.4%	11.2%	-16.2%	-20.5%	-4.0%	-61.5%	7.3%	3.5%	-34.3%	10.0%	5.5%	1.4%	0.3%	11.2%	-17.5%	-17.8%	-6.5%	50.0%	11.3%	-2.6%	0.0%	-17.6%	-13.7%	29.3%	-44.9%	-3.4%
Morelos	-75.0%	30.1%	0.0%	-31.4%	3.8%	-34.4%	4.5%	14.8%	0.0%	-3.9%	5.4%	5.3%	-12.8%	-14.7%	-22.9%	53.7%	-20.7%	-5.7%	-0.5%	166.7%	-23.6%	11.6%	1.2%	-42.9%	51.1%	-8.2%	-50.0%	40.0%	0.0%	14.3%	-56.3%	2.9%
Nayarit	-30.6%	29.2%	-92.7%	43.8%	-9.1%	-19.6%	20.0%	5.3%	-33.3%	-0.4%	2.1%	50.0%	3.0%	-29.3%	-60.0%	8.7%	0.1%	12.1%	37.5%	7.8%	-31.0%	-6.5%	-3.8%	25.0%	100.0%	-50.0%	-50.0%	-66.7%	-33.3%	-70.6%	0.0%	-2.7%
Nuevo León	-23.1%	8.5%	-54.2%	113.0%	0.0%	18.6%	9.8%	-15.5%	48.1%	1.7%	-1.1%	3.6%	5.0%	-8.3%	-30.0%	-13.9%	-9.8%	-4.2%	2.1%	43.6%	-12.4%	1.6%	-4.9%	-21.9%	0.5%	-6.7%	-1.1%	-9.6%	-6.4%	21.7%	-39.2%	-1.0%
Oaxaca	166.7%	20.2%	0.0%	164.3%	-1.2%	-29.7%	-7.8%	3.6%	0.0%	-12.1%	15.5%	0.0%	10.8%	23.3%	42.9%	3.8%	5.5%	28.4%	9.7%	29.7%	-24.5%	7.9%	8.3%	100.0%	-13.7%	1.6%	-80.0%	100.0%	-28.6%	38.5%	-54.4%	5.4%
Puebla	-59.4%	13.5%	-87.1%	23.6%	14.4%	-10.7%	15.3%	18.4%	108.1%	-13.2%	7.2%	-19.0%	-6.1%	10.0%	-11.1%	3.9%	15.9%	49.6%	-34.2%	10.4%	-8.0%	4.3%	19.3%	-38.9%	21.7%	6.6%	-36.1%	-30.0%	8.6%	-8.4%	-48.5%	9.5%
Querétaro	342.9%	16.8%	-87.6%	-35.5%	-2.9%	-20.6%	-12.3%	20.1%	116.7%	-24.1%	7.9%	16.7%	7.6%	3.4%	-5.0%	-19.1%	-11.4%	17.5%	4.3%	-6.2%	-18.4%	13.9%	-16.3%	-40.0%	22.0%	4.6%	150.0%	-20.0%	-15.9%	9.8%	-36.8%	-3.2%
Quintana Roo	64.7%	104.3%	-91.3%	180.9%	36.3%	-28.3%	-5.5%	-21.1%	-52.9%	-3.5%	-5.0%	300.0%	-10.1%	-26.5%	-38.0%	70.9%	6.1%	34.3%	-1.6%	-12.2%	-42.2%	17.5%	1.9%	0.0%	61.3%	-25.0%	-69.6%	-21.4%	-11.0%	30.8%	-21.7%	4.0%
San Luis Potosí	-90.0%	11.3%	-98.1%	29.1%	5.9%	14.0%	-14.1%	27.0%	-67.6%	26.1%	27.8%	600.0%	-2.5%	-8.8%	-35.9%	39.5%	-18.8%	10.7%	16.4%	18.7%	-31.1%	-3.0%	15.8%	-20.0%	1.2%	-1.4%	-71.4%	16.7%	-12.0%	-4.3%	-46.5%	0.9%
Sinaloa	583.3%	60.6%	66.7%	-64.7%	37.5%	-78.0%	26.8%	65.5%	16.5%	-16.4%	54.5%	28.6%	-21.5%	-14.6%	-22.2%	15.7%	-4.2%	-11.8%	14.7%	18.6%	-13.4%	4.7%	-0.6%	100.0%	39.6%	2.2%	62.5%	26.7%	-7.7%	8.3%	-31.6%	9.8%
Sonora	-33.3%	17.1%	-63.8%	-28.8%	-2.8%	-3.2%	5.3%	3.4%	100.0%	13.3%	-13.6%	160.0%	4.7%	-21.1%	12.5%	62.9%	-4.6%	5.5%	5.4%	14.1%	-13.4%	-0.4%	-8.5%	-50.0%	59.0%	-1.0%	66.7%	-15.6%	-22.2%	6.1%	-56.8%	0.4%
Tabasco	414.3%	15.4%	-74.7%	42.9%	11.6%	15.8%	18.7%	9.9%	4.3%	53.0%	4.8%	33.3%	12.2%	7.6%	-21.7%	-8.5%	-5.7%	38.6%	22.3%	81.4%	-8.6%	22.1%	0.0%	0.0%	61.8%	-8.9%	0.0%	14.3%	8.3%	0.0%	-30.2%	7.7%
Tamaulipas	-71.4%	-0.4%	0.0%	160.7%	1.5%	18.2%	-7.3%	-0.3%	25.0%	2.6%	7.4%	7.1%	4.2%	-14.8%	-11.1%	7.7%	-2.2%	31.1%	106.1%	-5.3%	-11.8%	2.4%	-2.8%	-28.6%	-42.5%	-28.6%	-9.1%	0.0%	-16.7%	85.7%	-71.4%	-0.6%
Tlaxcala	0.0%	22.0%	0.0%	-18.4%	5.6%	19.0%	13.0%	24.0%	100.0%	6.0%	10.1%	33.3%	3.2%	1.8%	-13.3%	50.0%	12.1%	101.9%	0.8%	-1.9%	-33.6%	10.0%	-8.8%	250.0%	-57.9%	-21.6%	200.0%	-44.4%	0.0%	-25.0%	-42.9%	6.0%
Veracruz	162.5%	4.7%	-82.0%	25.4%	11.9%	19.9%	3.9%	14.3%	-17.2%	7.3%	7.0%	158.8%	11.4%	12.5%	-26.7%	4.6%	17.4%	43.7%	-2.6%	25.1%	-10.4%	6.5%	2.1%	0.0%	-27.1%	-10.5%	62.5%	0.0%	0.0%	11.5%	-42.2%	9.8%
Yucatán	26.4%	50.1%	0.0%	51.8%	7.9%	-14.2%	2.7%	0.4%	13.2%	4.4%	-14.4%	-14.8%	21.9%	21.2%	-25.4%	71.1%	-8.6%	27.2%	-1.6%	0.5%	-15.6%	-2.5%	11.6%	-60.0%	33.7%	2.1%	34.8%	-13.6%	-11.8%	11.1%	-33.8%	3.6%
Zacatecas	-100.0%	-7.4%	-89.9%	64.7%	8.8%	-25.0%	6.7%	38.7%	0.0%	-14.2%	34.3%	-100.0%	16.1%	25.8%	0.0%	122.4%	20.9%	-56.0%	11.7%	155.3%	-60.3%	8.6%	-6.3%	-50.0%	36.4%	24.0%	-100.0%	0.0%	-42.9%	300.0%	-44.4%	56.5%
TOTAL REPÚBLICA	0.8%	-1.5%	-77.8%	12.2%	2.0%	-10.2%	3.6%	5.2%	-11.0%	-5.2%	2.0%	8.3%	3.7%	13.0%	-16.8%	5.2%	-1.5%	18.2%	5.4%	19.8%	-18.4%	4.5%	2.9%	-9.5%	3.2%	-3.8%	7.2%	-11.3%	-1.6%	15.3%	-44.1%	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-agosto 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%	14.8%	1.1%	2.3%	3.2%	0.2%	1.2%	7.8%	0.4%	8.5%	4.8%	0.3%	1.3%	0.0%	16.5%	2.2%	2.4%	5.1%	2.4%	8.5%	9.3%	0.1%	0.6%	1.0%	0.1%	0.2%	0.2%	0.3%	0.3%	100.0%
Aguascalientes	0.0%	5.1%	0.0%	0.5%	8.3%	0.6%	1.5%	2.1%	0.0%	0.9%	6.4%	0.1%	4.2%	0.7%	0.1%	1.9%	0.1%	28.5%	13.4%	1.5%	10.3%	1.2%	4.9%	6.3%	0.0%	0.3%	0.7%	0.1%	0.0%	0.1%	0.0%	0.1%	100.0%
Baja California	0.0%	2.4%	0.0%	0.5%	11.3%	0.1%	7.5%	3.6%	0.0%	0.9%	10.4%	0.1%	5.6%	4.2%	0.1%	2.0%	0.1%	19.5%	3.7%	0.4%	4.9%	2.0%	10.6%	6.3%	0.0%	0.5%	1.2%	0.2%	0.1%	0.2%	1.1%	0.4%	100.0%
Baja California Sur	0.2%	4.7%	0.0%	0.1%	14.0%	0.0%	3.7%	0.4%	0.0%	0.4%	8.4%	0.1%	6.3%	6.0%	0.1%	3.6%	0.0%	20.6%	0.4%	0.2%	6.6%	3.1%	13.1%	4.0%	0.0%	0.4%	0.8%	0.0%	0.1%	0.3%	2.0%	0.1%	100.0%
Campeche	0.3%	2.2%	0.0%	0.9%	14.1%	0.3%	2.7%	6.4%	0.0%	5.0%	6.1%	0.0%	7.6%	5.5%	0.1%	3.8%	0.0%	15.8%	3.2%	1.5%	6.6%	5.4%	6.1%	5.6%	0.0%	0.1%	0.3%	0.0%	0.2%	0.0%	0.0%	0.1%	100.0%
CDMX	0.0%	4.4%	0.0%	0.5%	14.7%	1.1%	2.3%	2.9%	0.3%	1.2%	8.2%	0.5%	8.6%	5.5%	0.1%	1.4%	0.1%	16.2%	2.0%	2.2%	5.4%	2.4%	8.7%	9.2%	0.1%	0.6%	0.4%	0.1%	0.2%	0.3%	0.4%	0.4%	100.0%
Chiapas	0.0%	2.4%	0.0%	0.6%	14.4%	0.6%	2.2%	3.2%	0.1%	1.2%	4.5%	0.0%	5.0%	1.7%	0.2%	2.3%	0.1%	20.8%	3.1%	0.8%	6.3%	2.0%	10.8%	16.5%	0.0%	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	100.0%
Chihuahua	0.1%	7.1%	0.0%	1.0%	13.5%	1.4%	4.2%	4.3%	0.1%	2.6%	5.9%	0.1%	7.0%	2.7%	0.1%	2.1%	0.0%	16.9%	2.0%	0.5%	7.8%	1.2%	9.2%	6.9%	0.1%	0.7%	0.8%	0.2%	0.3%	0.1%	0.6%	0.2%	100.0%
Coahuila	0.0%	5.2%	0.0%	0.5%	16.6%	1.0%	3.1%	4.3%	0.7%	2.7%	7.5%	0.1%	7.9%	2.9%	0.1%	1.6%	0.1%	15.9%	1.9%	0.7%	8.6%	2.1%	7.9%	6.2%	0.0%	0.6%	0.9%	0.1%	0.2%	0.2%	0.1%	0.1%	100.0%
Colima	0.3%	2.2%	0.0%	1.8%	8.1%	1.3%	1.6%	4.5%	0.2%	2.3%	7.4%	0.1%	12.8%	3.4%	0.0%	3.5%	0.0%	19.5%	4.9%	0.6%	4.6%	2.5%	12.1%	4.8%	0.0%	0.1%	0.4%	0.0%	0.1%	0.1%	0.5%	0.1%	100.0%
Durango	0.0%	4.4%	0.0%	0.4%	13.4%	1.6%	3.4%	7.0%	0.0%	2.4%	6.0%	0.0%	6.9%	1.3%	0.0%	3.1%	0.3%	16.8%	2.6%	0.3%	9.7%	1.1%	11.8%	5.8%	0.0%	0.7%	0.5%	0.1%	0.1%	0.1%	0.1%	0.1%	100.0%
Edo. de México	0.0%	4.3%	0.0%	0.4%	15.2%	1.1%	2.1%	3.5%	0.1%	1.1%	6.5%	0.3%	7.5%	3.2%	0.6%	1.4%	0.0%	18.6%	2.3%	2.5%	5.1%	2.2%	7.8%	10.5%	0.0%	0.5%	2.1%	0.1%	0.1%	0.2%	0.3%	0.3%	100.0%
Guanajuato	0.0%	2.8%	0.0%	0.2%	16.1%	0.6%	2.2%	3.3%	0.2%	1.1%	7.6%	0.0%	6.9%	4.2%	0.2%	1.8%	0.0%	18.3%	2.4%	1.5%	7.7%	2.9%	8.0%	9.3%	0.1%	0.5%	0.8%	0.0%	0.1%	0.2%	0.5%	0.2%	100.0%
Guerrero	0.0%	1.9%	0.1%	0.1%	13.9%	0.2%	3.6%	2.4%	0.0%	1.5%	6.3%	0.0%	6.8%	1.8%	0.2%	0.9%	0.0%	27.4%	1.4%	2.4%	7.2%	0.8%	9.4%	9.7%	0.0%	0.5%	1.1%	0.0%	0.0%	0.1%	0.1%	0.0%	100.0%
Hidalgo	0.2%	2.4%	0.0%	0.3%	15.0%	0.6%	2.5%	3.3%	0.1%	1.6%	5.1%	0.1%	10.0%	2.2%	0.4%	1.8%	0.1%	19.3%	2.2%	2.1%	5.3%	2.0%	10.8%	9.9%	0.1%	0.6%	1.5%	0.0%	0.1%	0.2%	0.4%	0.0%	100.0%
Jalisco	0.1%	4.3%	0.1%	1.0%	10.8%	1.2%	2.4%	4.4%	0.2%	1.6%	7.4%	0.3%	8.8%	4.1%	0.2%	2.5%	0.0%	16.5%	2.3%	1.2%	6.5%	2.5%	10.2%	7.8%	0.1%	0.6%	1.3%	0.1%	0.2%	0.4%	0.6%	0.2%	100.0%
Michoacán	0.1%	3.2%	0.0%	0.3%	11.4%	0.5%	2.9%	4.0%	0.2%	1.0%	4.6%	0.1%	10.2%	2.5%	0.2%	3.0%	0.1%	21.3%	1.8%	1.7%	9.2%	1.9%	7.1%	10.0%	0.0%	0.6%	1.1%	0.0%	0.1%	0.2%	0.3%	0.3%	100.0%
Morelos	0.0%	2.1%	0.0%	0.3%	15.9%	0.7%	1.9%	2.1%	0.0%	0.7%	6.5%	0.2%	6.8%	1.5%	0.4%	1.9%	0.3%	16.1%	1.7%	2.9%	10.7%	1.3%	8.2%	14.1%	0.0%	1.0%	1.9%	0.0%	0.1%	0.2%	0.1%	0.4%	100.0%
Nayarit	0.3%	3.1%	0.1%	1.4%	9.8%	0.6%	2.5%	5.3%	0.0%	3.7%	9.3%	0.0%	13.0%	4.2%	0.0%	4.2%	0.0%	17.2%	3.0%	0.3%	6.5%	1.8%	9.3%	3.7%	0.1%	0.2%	0.2%	0.0%	0.0%	0.1%	0.1%	0.0%	100.0%
Nuevo León	0.0%	3.4%	0.1%	0.8%	12.9%	1.5%	4.2%	3.7%	0.2%	1.1%	9.7%	0.4%	8.4%	5.3%	0.2%	1.3%	0.0%	16.4%	1.2%	0.7%	8.0%	2.1%	9.7%	5.5%	0.1%	1.0%	0.9%	0.1%	0.2%	0.4%	0.3%	0.2%	100.0%
Oaxaca	0.0%	2.3%	0.0%	0.2%	11.7%	0.7%	2.0%	4.1%	0.0%	3.6%	6.7%	0.0%	4.6%	2.5%	0.2%	2.2%	0.0%	26.0%	2.4%	1.4%	6.3%	1.8%	10.4%	8.8%	0.0%	0.4%	0.7%	0.0%	0.0%	0.0%	0.4%	0.2%	100.0%
Puebla	0.1%	1.9%	0.0%	0.6%	11.3%	0.5%	1.6%	3.0%	0.2%	2.2%	5.2%	0.0%	3.7%	4.0%	0.3%	1.1%	0.0%	16.1%	3.9%	2.3%	4.2%	1.4%	8.4%	24.5%	0.0%	1.7%	1.0%	0.0%	0.1%	0.3%	0.2%	0.3%	100.0%
Querétaro	0.1%	2.9%	0.1%	0.3%	10.4%	1.1%	2.5%	4.9%	0.1%	1.0%	11.1%	0.1%	9.1%	3.0%	0.4%	0.9%	0.1%	17.0%	2.5%	1.4%	5.1%	2.3%	9.4%	9.9%	0.0%	1.1%	1.8%	0.1%	0.1%	0.6%	0.4%	0.4%	100.0%
Quintana Roo	0.4%	3.2%	0.0%	0.6%	19.2%	0.6%	1.9%	4.6%	0.0%	1.6%	9.6%	0.0%	4.2%	2.8%	0.2%	4.9%	0.1%	20.5%	1.7%	1.3%	4.9%	3.0%	5.8%	7.2%	0.0%	0.5%	0.4%	0.1%	0.1%	0.3%	0.1%	0.2%	100.0%
San Luis Potosí	0.0%	2.1%	0.0%	0.4%	13.7%	0.7%	2.1%	3.3%	0.1%	1.2%	15.3%	0.0%	5.4%	2.9%	0.3%	1.1%	0.0%	18.0%	1.6%	2.0%	5.4%	1.5%	8.7%	11.6%	0.0%	0.4%	1.5%	0.0%	0.0%	0.1%	0.2%	0.2%	100.0%
Sinaloa	0.2%	3.9%	0.0%	0.3%	13.4%	0.2%	2.3%	6.4%	0.6%	1.4%	11.0%	0.1%	5.6%	2.5%	0.1%	3.2%	0.0%	14.1%	1.8%	0.6%	6.6%	1.9%	13.8%	7.7%	0.1%	0.4%	0.8%	0.1%	0.1%	0.1%	0.1%	0.7%	100.0%
Sonora	0.0%	5.5%	0.1%	0.3%	13.1%	0.8%	3.5%	6.4%	0.1%	1.6%	6.1%	0.1%	5.5%	0.9%	0.1%	4.5%	0.0%	20.5%	0.9%	0.4%	8.3%	1.7%	11.7%	5.6%	0.0%	0.3%	0.6%	0.3%	0.5%	0.0%	0.5%	0.1%	100.0%
Tabasco	0.3%	3.7%	0.3%	1.0%	17.8%	1.5%	1.7%	5.1%	0.2%	2.8%	6.1%	0.0%	6.0%	3.1%	0.1%	3.1%	0.1%	16.3%	3.0%	1.3%	6.1%	2.9%	6.4%	9.5%	0.0%	0.6%	0.6%	0.0%	0.1%	0.1%	0.0%	0.2%	100.0%
Tamaulipas	0.0%	3.3%	0.0%	0.3%	15.6%	0.7%	4.6%	3.2%	0.0%	2.9%	9.2%	0.1%	6.7%	3.9%	0.1%	2.4%	0.2%	19.8%	3.7%	0.4%	5.1%	1.7%	9.1%	6.1%	0.0%	0.1%	0.5%	0.1%	0.0%	0.0%	0.1%	0.0%	100.0%
Tlaxcala	0.0%	1.9%	0.0%	0.5%	11.9%	0.3%	2.9%	4.9%	0.2%	1.6%	7.0%	0.1%	6.0%	5.9%	0.2%	1.3%	0.0%	18.4%	4.2%	3.5%	7.7%	1.9%	8.5%	10.3%	0.1%	0.1%	0.4%	0.0%	0.1%	0.0%	0.1%	0.1%	100.0%
Veracruz	0.0%	2.2%	0.0%	0.4%	15.2%	0.5%	2.7%	3.6%	0.1%	3.0%	6.5%	0.1%	7.0%	2.8%	0.2%	2.4%	0.1%	22.0%	2.3%	1.6%	6.6%	2.3%	8.1%	9.1%	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%	11.2%	1.1%	2.4%	7.1%	0.2%	1.7%	8.8%	0.1%	9.0%	5.6%	0.2%	5.3%	0.0%	12.7%	2.4%	0.8%	5.7%	5.7%	5.4%	6.5%	0.0%	0.6%	0.7%	0.1%	0.2%	0.3%	0.4%	0.2%	100.0%
Zacatecas	0.0%	1.2%	0.1%	0.4%	3.7%	0.1%	2.1%	2.4%	0.0%	1.2%	5.1%	0.0%	3.8%	2.9%	0.1%	1.3%	0.0%	10.7%	0.7%	1.1%	52.8%	0.2%	5.5%	4.2%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	100.0%
TOTAL REPÚBLICA	0.07%	3.5%	0.03%	0.6%	13.5%	0.9%	2.7%	3.7%	0.2%	1.6%	7.6%	0.2%	7.3%	3.7%	0.2%	2.0%	0.05%	17.9%	2.5%	1.5%	6.9%	2.2%	8.7%	9.2%	0.05%	0.6%	1.0%	0.08%	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-agosto 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	5.4%	29.6%	12.5%	19.8%	26.5%	30.8%	20.7%	20.7%	29.4%	17.9%	24.8%	48.8%	28.1%	31.0%	30.6%	16.2%	21.6%	22.3%	21.8%	37.7%	17.9%	26.1%	23.6%	24.4%	31.3%	23.1%	26.1%	29.3%	29.1%	25.3%	24.0%	34.1%	24.1%
Aguascalientes	0.0%	2.9%	0.9%	1.8%	1.3%	1.3%	1.1%	1.1%	0.5%	1.1%	1.7%	0.7%	1.2%	0.4%	1.2%	1.9%	2.4%	3.3%	11.1%	2.0%	3.0%	1.2%	1.2%	1.4%	0.4%	0.9%	1.4%	1.3%	0.2%	1.3%	0.3%	0.7%	2.0%
Baja California	0.2%	1.4%	0.0%	2.0%	1.8%	0.1%	6.0%	2.1%	0.4%	1.1%	2.9%	0.9%	1.7%	2.4%	1.3%	2.2%	4.7%	2.3%	3.3%	0.6%	1.5%	1.9%	2.6%	1.5%	1.1%	1.8%	2.6%	4.7%	1.5%	1.9%	7.4%	3.7%	2.1%
Baja California Sur	2.4%	0.8%	0.6%	0.1%	0.6%	0.0%	0.9%	0.1%	0.1%	0.1%	0.7%	0.3%	0.5%	1.0%	0.2%	1.1%	0.0%	0.7%	0.1%	0.1%	0.6%	0.9%	0.9%	0.3%	0.0%	0.4%	0.5%	0.2%	0.6%	0.9%	3.8%	0.4%	0.6%
Campeche	3.8%	0.5%	0.0%	1.2%	0.8%	0.3%	0.7%	1.2%	0.0%	2.3%	0.6%	0.1%	0.8%	1.1%	0.3%	1.4%	0.0%	0.6%	0.9%	0.7%	0.7%	1.8%	0.5%	0.4%	0.0%	0.1%	0.2%	0.4%	1.2%	0.1%	0.1%	0.2%	0.7%
CDMX	3.5%	19.4%	7.8%	13.4%	17.1%	19.8%	13.7%	12.2%	26.7%	11.7%	16.9%	36.1%	18.6%	23.2%	7.6%	10.8%	15.5%	14.2%	12.5%	22.3%	12.1%	17.0%	15.6%	15.7%	21.5%	15.7%	6.5%	22.5%	20.0%	17.3%	17.4%	24.9%	15.7%
Chiapas	0.3%	1.6%	0.0%	2.7%	2.5%	1.5%	2.0%	2.0%	1.8%	1.8%	1.4%	0.1%	1.6%	1.1%	2.0%	2.7%	2.9%	2.7%	3.0%	1.2%	2.1%	2.2%	2.9%	4.2%	0.2%	1.6%	1.6%	0.2%	0.9%	0.3%	0.4%	0.9%	2.4%
Chihuahua	3.9%	4.4%	0.0%	3.9%	2.2%	3.5%	3.5%	2.6%	1.0%	3.6%	1.7%	0.7%	2.1%	1.6%	1.3%	2.3%	0.4%	2.1%	1.8%	0.8%	2.5%	1.2%	2.3%	1.6%	5.6%	2.3%	1.9%	5.3%	5.3%	1.2%	4.2%	2.2%	2.2%
Coahuila	0.2%	3.9%	0.3%	2.6%	3.3%	3.1%	3.1%	3.1%	12.3%	4.6%	2.6%	1.8%	2.9%	2.0%	1.6%	2.1%	2.9%	2.4%	2.1%	1.3%	3.3%	2.5%	2.4%	1.8%	0.9%	2.5%	2.5%	3.1%	4.0%	2.7%	0.5%	1.5%	2.7%
Colima	3.5%	0.5%	0.3%	2.6%	0.5%	1.2%	0.5%	1.0%	0.9%	1.2%	0.8%	0.4%	1.4%	0.7%	0.1%	1.4%	0.0%	0.9%	1.6%	0.3%	0.5%	0.9%	1.1%	0.4%	0.2%	0.1%	0.4%	0.1%	0.6%	0.3%	1.3%	0.5%	0.8%
Durango	0.2%	1.0%	0.0%	0.6%	0.8%	1.5%	1.1%	1.6%	0.0%	1.2%	0.7%	0.0%	0.8%	0.3%	0.2%	1.3%	4.7%	0.8%	0.9%	0.2%	1.2%	0.4%	1.1%	0.5%	0.4%	0.9%	0.4%	0.6%	0.8%	0.4%	0.2%	0.2%	0.8%
Edo. de México	5.8%	14.1%	9.1%	8.8%	13.2%	13.8%	9.1%	10.9%	4.1%	8.2%	10.0%	15.2%	12.0%	9.9%	30.6%	8.2%	8.6%	12.1%	11.0%	19.4%	8.6%	11.9%	10.4%	13.3%	11.0%	9.9%	25.6%	10.8%	10.6%	10.2%	9.7%	13.7%	11.7%
Guanajuato	1.9%	3.2%	0.9%	1.6%	4.9%	2.6%	3.5%	3.7%	5.6%	2.8%	4.2%	1.0%	4.0%	4.7%	4.5%	3.7%	1.2%	4.2%	4.0%	4.0%	4.6%	5.6%	3.8%	4.2%	7.6%	3.4%	3.4%	2.2%	3.9%	4.0%	6.8%	2.9%	4.1%
Guerrero	0.0%	0.6%	3.4%	0.3%	1.2%	0.3%	1.6%	0.8%	0.0%	1.1%	1.0%	0.2%	1.1%	0.5%	1.1%	0.5%	0.6%	1.8%	0.7%	1.8%	1.2%	0.4%	1.2%	1.2%	0.2%	1.0%	1.3%	0.4%	0.2%	0.3%	0.3%	0.1%	1.2%
Hidalgo	4.1%	1.0%	0.0%	0.8%	1.7%	1.0%	1.4%	1.4%	1.2%	1.6%	1.0%	0.6%	2.1%	0.9%	2.6%	1.4%	1.8%	1.6%	1.3%	2.2%	1.2%	1.4%	1.9%	1.7%	2.2%	1.4%	2.3%	0.6%	1.1%	1.0%	1.8%	0.1%	1.5%
Jalisco	6.8%	9.0%	11.6%	13.9%	6.0%	9.7%	6.7%	8.9%	9.9%	7.7%	7.3%	13.3%	9.1%	8.3%	7.7%	9.4%	2.9%	6.9%	6.9%	5.9%	7.0%	8.7%	8.8%	6.4%	13.9%	7.7%	10.3%	9.3%	8.9%	13.9%	14.2%	7.2%	7.5%
Michoacán	3.5%	1.9%	1.3%	1.0%	1.7%	1.2%	2.3%	2.2%	2.1%	1.3%	1.2%	0.5%	2.9%	1.4%	2.0%	3.1%	4.9%	2.4%	1.5%	2.4%	2.7%	1.8%	1.7%	2.2%	2.0%	2.1%	2.4%	0.5%	1.1%	2.0%	1.7%	2.5%	2.1%
Morelos	0.2%	0.8%	0.0%	0.6%	1.6%	1.1%	1.0%	0.8%	0.0%	0.6%	1.2%	1.1%	1.3%	0.5%	2.5%	1.3%	8.8%	1.2%	1.0%	2.6%	2.1%	0.8%	1.3%	2.1%	0.9%	2.3%	2.8%	0.4%	0.6%	0.9%	0.5%	2.2%	1.4%
Nayarit	3.9%	0.7%	1.3%	1.9%	0.6%	0.5%	0.7%	1.1%	0.1%	1.8%	0.9%	0.2%	1.4%	0.9%	0.1%	1.6%	0.0%	0.7%	0.9%	0.2%	0.7%	0.6%	0.8%	0.3%	1.1%	0.2%	0.1%	0.1%	0.2%	0.3%	0.2%	0.1%	0.8%
Nuevo León	4.7%	8.4%	25.4%	12.6%	8.4%	14.4%	13.7%	8.7%	10.7%	6.3%	11.2%	18.4%	10.1%	12.4%	6.1%	5.6%	8.2%	8.1%	4.5%	4.0%	10.2%	8.4%	9.8%	5.2%	18.3%	14.7%	8.3%	10.9%	14.5%	16.5%	8.3%	9.0%	8.8%
Oaxaca	1.3%	1.2%	0.0%	0.7%	1.6%	1.3%	1.4%	2.0%	0.0%	4.1%	1.6%	0.1%	1.2%	1.2%	1.8%	2.0%	0.0%	2.6%	1.7%	1.7%	1.6%	1.5%	2.2%	1.7%	0.4%	1.1%	1.4%	0.1%	0.5%	0.2%	2.3%	1.3%	1.8%
Puebla	4.1%	2.7%	2.8%	5.9%	4.3%	3.1%	3.0%	4.1%	5.2%	6.9%	3.5%	0.9%	2.6%	5.4%	5.9%	2.9%	2.4%	4.6%	8.1%	7.7%	3.1%	3.3%	4.9%	13.5%	2.5%	13.8%	5.3%	2.8%	2.3%	6.9%	2.8%	6.0%	5.1%
Querétaro	4.9%	2.0%	4.1%	1.3%	1.8%	3.0%	2.2%	3.1%	0.9%	1.5%	3.5%	1.1%	3.0%	1.9%	4.4%	1.0%	3.3%	2.3%	2.4%	2.1%	1.7%	2.5%	2.6%	2.6%	0.7%	4.1%	4.4%	2.4%	1.3%	5.8%	2.9%	3.6%	2.4%
Quintana Roo	13.3%	2.2%	2.8%	2.4%	3.5%	1.7%	1.7%	3.0%	0.5%	2.5%	3.1%	0.2%	1.4%	1.9%	2.0%	6.0%	4.9%	2.8%	1.7%	2.1%	1.7%	3.4%	1.6%	1.9%	0.7%	2.2%	1.1%	1.7%	1.8%	3.0%	0.5%	2.0%	2.4%
San Luis Potosí	0.6%	1.1%	0.3%	1.3%	1.9%	1.4%	1.5%	1.7%	0.8%	1.5%	3.9%	0.4%	1.4%	1.5%	2.7%	1.1%	0.6%	1.9%	1.2%	2.5%	1.5%	1.3%	1.9%	2.4%	0.9%	1.4%	3.0%	0.7%	0.6%	1.0%	1.4%	1.6%	1.9%
Sinaloa	6.5%	1.9%	1.6%	1.0%	1.7%	0.3%	1.5%	3.0%	6.6%	1.5%	2.5%	0.5%	1.3%	1.2%	1.0%	2.8%	0.0%	1.4%	1.3%	0.7%	1.7%	1.5%	2.8%	1.5%	2.7%	1.2%	1.5%	1.6%	1.5%	0.5%	0.4%	5.1%	1.7%
Sonora	0.3%	2.9%	5.3%	1.0%	1.8%	1.7%	2.4%	3.2%	0.9%	1.8%	1.5%	0.7%	1.4%	0.5%	0.8%	4.1%	0.0%	2.1%	0.6%	0.5%	2.2%	1.4%	2.5%	1.1%	0.4%	1.0%	1.1%	5.5%	6.6%	0.3%	2.8%	0.7%	1.8%
Tabasco	5.7%	1.5%	12.5%	2.6%	2.0%	2.4%	1.0%	2.0%	1.6%	2.7%	1.2%	0.2%	1.2%	1.3%	0.8%	2.3%	2.0%	1.4%	1.8%	1.2%	1.3%	2.0%	1.1%	1.5%	0.2%	1.5%	0.9%	0.5%	1.3%	0.6%	0.1%	1.3%	1.5%
Tamaulipas	0.3%	2.3%	0.0%	1.3%	2.8%	1.9%	4.2%	2.1%	0.7%	4.4%	2.9%	0.8%	2.2%	2.6%	0.7%	2.9%	9.2%	2.7%	3.7%	0.7%	1.8%	1.9%	2.6%	1.6%	1.1%	0.4%	1.3%	3.7%	0.9%	0.5%	0.4%	0.3%	2.4%
Tlaxcala	0.3%	0.4%	0.6%	0.7%	0.7%	0.3%	0.8%	1.0%	0.8%	0.8%	0.7%	0.2%	0.6%	1.2%	0.6%	0.5%	0.0%	0.8%	1.3%	1.8%	0.9%	0.7%	0.8%	0.9%	1.6%	0.1%	0.3%	0.4%	0.4%	0.1%	0.2%	0.3%	0.8%
Veracruz	3.3%	2.9%	3.4%	3.0%	5.3%	2.8%	4.7%	4.5%	1.6%	8.7%	4.0%	2.3%	4.5%	3.5%	3.4%	5.6%	5.9%	5.7%	4.4%	4.8%	4.4%	4.9%	4.3%	4.6%	0.4%	1.8%	3.3%	3.2%	2.3%	2.0%	3.7%	2.2%	4.7%
Yucatán	10.6%	2.3%	0.0%	5.4%	1.9%	2.8%	2.1%	4.3%	2.9%	2.5%	2.6%	1.2%	2.8%	3.4%	2.3%	6.0%	1.0%	1.6%	2.2%	1.2%	1.9%	6.0%	1.4%	1.6%	0.4%	2.2%	1.5%	3.8%	4.2%	3.4%	2.9%	1.9%	2.3%
Zacatecas	0.0%	0.5%	3.4%	1.0%	0.4%	0.2%	1.1%	0.9%	0.0%	1.0%	0.9%	0.0%	0.7%	1.1%	0.4%	0.9%	0.2%	0.8%	0.4%	1.0%	10.3%	0.1%	0.9%	0.6%	0.2%	0.3%	0.3%	0.0%	0.2%	0.2%	0.3%	0.2%	1.4%
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-agosto 2026

Agosto 2026	
Marca	Focos Rojos
SUZUKI	14
VOLVO	13
GWM	12
MITSUBISHI MOTORS	9
FORD	8
NISSAN	8
AUDI	8
KIA	7
PORSCHE	7
GAC	6
JAC	6
MAZDA	6
MINI	6
VOLKSWAGEN	6
LINCOLN	6
GENERAL MOTORS	5
HONDA	5
HYUNDAI	5
LEXUS	5
RENAULT	5
ACURA	5
SUBARU	5
STELLANTIS	4
BMW	4
TOYOTA	3
BESTUNE	2
FOTON	2
INFINITI	2
ISUZU	1
MG	0
SEAT	0

Fuente: AMDA con información de Urban Science.

Durante enero-agosto 2026, Suzuki presentó el mayor número de focos rojos (14) en la ZMVM. Cabe destacar que, al mes de agosto 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.



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

(Variación % enero-agosto 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	5	0	-100.0%	3,668	1,927	-47.5%	2	0	-100.0%	67	53	-20.9%	1,501	1,440	-4.1%	166	135	-18.7%
	AZCAPOTZALCO	2	5	150.0%	570	320	-43.9%	0	0	0.0%	47	34	-27.7%	1,647	912	-44.6%	114	92	-19.3%
	BENITO JUÁREZ	5	0	-100.0%	1,088	372	-65.8%	0	0	0.0%	66	66	0.0%	1,546	1,711	10.7%	154	138	-10.4%
	COYOACÁN	4	0	-100.0%	536	428	-20.1%	2	0	-100.0%	42	47	11.9%	1,118	1,048	-6.3%	125	111	-11.2%
	CUAJIMALPA DE MORELOS	2	0	-100.0%	179	246	37.4%	55	25	-54.5%	45	20	-55.6%	1,182	766	-35.2%	177	148	-16.4%
	CUAUHTÉMOC	3	1	-66.7%	1,082	765	-29.3%	0	0	0.0%	125	87	-30.4%	6,574	3,615	-45.0%	263	214	-18.6%
	GUSTAVO A. MADERO	4	5	25.0%	194	197	1.5%	1	0	-100.0%	60	66	10.0%	1,122	1,421	26.6%	179	179	0.0%
	IZTACALCO	1	0	-100.0%	805	380	-52.8%	0	0	0.0%	40	25	-37.5%	826	990	19.9%	60	52	-13.3%
	IZTAPALAPA	9	2	-77.8%	426	302	-29.1%	1	0	-100.0%	43	65	51.2%	2,209	2,756	24.8%	126	137	8.7%
	LA MAGDALENA CONTRERAS	1	0	-100.0%	74	83	12.2%	0	0	0.0%	23	9	-60.9%	274	270	-1.5%	32	30	-6.3%
	MIGUEL HIDALGO	4	6	50.0%	1,028	1,134	10.3%	0	0	0.0%	222	146	-34.2%	5,150	4,753	-7.7%	388	241	-37.9%
	MILPA ALTA	0	0	0.0%	22	15	-31.8%	0	0	0.0%	13	2	-84.6%	107	133	24.3%	5	7	40.0%
	TLÁHUAC	0	0	0.0%	53	48	-9.4%	0	0	0.0%	20	15	-25.0%	357	448	25.5%	8	20	150.0%
	TLALPAN	2	1	-50.0%	183	223	21.9%	11	0	-100.0%	39	38	-2.6%	765	916	19.7%	117	103	-12.0%
Edo. de México	VENUSTIANO CARRANZA	3	0	-100.0%	136	129	-5.1%	0	0	0.0%	26	37	42.3%	546	647	18.5%	72	72	0.0%
	XOCHIMILCO	1	2	100.0%	77	71	-7.8%	0	0	0.0%	22	17	-22.7%	356	483	35.7%	51	42	-17.6%
	ATIZAPÁN DE ZARAGOZA	5	0	-100.0%	268	173	-35.4%	0	0	0.0%	31	26	-16.1%	684	735	7.5%	102	85	-16.7%
	CHALCO	0	0	0.0%	23	31	34.8%	0	0	0.0%	0	4	0.0%	292	328	12.3%	13	8	-38.5%
	CHIMALHUACÁN	1	0	-100.0%	71	32	-54.9%	0	0	0.0%	2	6	200.0%	158	148	-6.3%	11	14	27.3%
	COACALCO DE BERRIOZÁBAL	0	0	0.0%	42	50	19.0%	0	0	0.0%	3	10	233.3%	287	287	0.0%	52	54	3.8%
	CUAUTILÁN	0	0	0.0%	19	22	15.8%	0	0	0.0%	4	3	-25.0%	151	225	49.0%	11	8	-27.3%
	CUAUTILÁN IZCALLI	1	1	0.0%	251	339	35.1%	0	10	0.0%	28	40	42.9%	919	1,189	29.4%	84	62	-26.2%
	ECATEPEC DE MORELOS	1	3	200.0%	125	157	25.6%	0	0	0.0%	28	28	0.0%	1,270	1,211	-4.6%	95	118	24.2%
	HUIXQUILUCAN	5	0	-100.0%	456	461	1.1%	0	0	0.0%	33	29	-12.1%	1,701	2,008	18.0%	206	155	-24.8%
	IXTAPALUCA	0	0	0.0%	38	36	-5.3%	0	0	0.0%	4	14	250.0%	468	549	17.3%	20	13	-35.0%
	LA PAZ	1	0	-100.0%	28	29	3.6%	0	0	0.0%	0	7	0.0%	110	86	-21.8%	8	11	37.5%
	NAUCALPAN DE JUÁREZ	1	3	200.0%	1,288	1,005	-22.0%	0	0	0.0%	57	61	7.0%	958	1,048	9.4%	149	90	-39.6%
	NEZAHUALCÓYOTL	3	1	-66.7%	113	111	-1.8%	0	0	0.0%	23	38	65.2%	1,111	928	-16.5%	66	78	18.2%
	NICOLÁS ROMERO	0	0	0.0%	36	44	22.2%	0	0	0.0%	11	6	-45.5%	301	271	-10.0%	12	12	0.0%
	TECÁMAC	2	0	-100.0%	41	50	22.0%	0	0	0.0%	9	12	33.3%	415	432	4.1%	24	23	-4.2%
	TEXCOCO	0	0	0.0%	52	58	11.5%	0	0	0.0%	4	0	-100.0%	565	634	12.2%	35	35	0.0%
	TLALNEPANTLA DE BAZ	3	0	-100.0%	383	685	78.9%	47	5	-89.4%	57	41	-28.1%	995	1,096	10.2%	155	123	-20.6%
	TULTEPEC	0	0	0.0%	14	23	64.3%	0	0	0.0%	3	5	66.7%	122	155	27.0%	6	16	166.7%
	TULTITLÁN	0	2	0.0%	66	77	16.7%	0	0	0.0%	6	9	50.0%	389	434	11.6%	35	35	0.0%
Hidalgo	VALLE DE CHALCO SOLIDARIDAD	0	0	0.0%	10	17	70.0%	0	0	0.0%	1	6	500.0%	143	114	-20.3%	5	7	40.0%
	ZUMPANGO	3	2	-33.3%	44	92	109.1%	0	0	0.0%	1	1	0.0%	145	219	51.0%	2	6	200.0%
Hidalgo	TIZAPUCA	2	0	-100.0%	14	9	-35.7%	0	0	0.0%	8	2	-75.0%	68	128	88.2%	5	4	-20.0%
TOTAL ZMVM		74	34	-54.1%	13,503	10,141	-24.9%	119	40	-66.4%	1,213	1,075	-11.4%	36,532	34,534	-5.5%	3,133	2,678	-14.5%
TOTAL NACIONAL		628	633	0.8%	34,830	34,295	-1.5%	1,436	319	-77.8%	4,850	5,442	12.2%	127,521	130,112	2.0%	9,678	8,688	-10.2%

4.3 Desempeño de compradores por Marca en alcaldías y municipios de la ZMVM (Variación % enero-agosto 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	247	238	-3.6%	562	803	42.9%	0	0	0.0%	597	574	-3.9%	990	1,051	6.2%	71	67	-5.6%
	AZCAPOTZALCO	186	189	1.6%	228	254	11.4%	0	0	0.0%	78	70	-10.3%	976	865	-11.4%	23	16	-30.4%
	BENITO JUÁREZ	319	323	1.3%	332	361	8.7%	0	0	0.0%	147	105	-28.6%	1,444	1,426	-1.2%	91	125	37.4%
	COYOACÁN	276	288	4.3%	272	312	14.7%	0	0	0.0%	64	67	4.7%	759	884	16.5%	37	47	27.0%
	CUAJIMALPA DE MORELOS	88	92	4.5%	278	172	-38.1%	0	0	0.0%	31	44	41.9%	497	778	56.5%	90	76	-15.6%
	CUAUHTÉMOC	472	468	-0.8%	422	480	13.7%	0	0	0.0%	206	260	26.2%	2,032	1,676	-17.5%	61	50	-18.0%
	GUSTAVO A. MADERO	316	342	8.2%	168	210	25.0%	28	32	14.3%	107	100	-6.5%	759	753	-0.8%	16	13	-18.8%
	IZTACALCO	116	147	26.7%	138	121	-12.3%	0	0	0.0%	38	26	-31.6%	287	275	-4.2%	15	5	-66.7%
	IZTAPALAPA	264	366	38.6%	517	514	-0.6%	554	366	-33.9%	132	108	-18.2%	789	879	11.4%	18	13	-27.8%
	LA MAGDALENA CONTRERAS	60	67	11.7%	79	66	-16.5%	0	0	0.0%	22	13	-40.9%	161	172	6.8%	19	19	0.0%
	MIGUEL HIDALGO	468	495	5.8%	730	499	-31.6%	0	0	0.0%	426	288	-32.4%	1,541	2,083	35.2%	228	199	-12.7%
	MILPA ALTA	15	15	0.0%	12	14	16.7%	0	0	0.0%	10	11	10.0%	39	41	5.1%	1	3	200.0%
	TLÁHUAC	46	57	23.9%	28	54	92.9%	0	0	0.0%	23	15	-34.8%	113	149	31.9%	2	5	150.0%
	TLALPAN	219	218	-0.5%	204	297	45.6%	0	0	0.0%	34	21	-38.2%	584	627	7.4%	27	31	14.8%
Edo. de México	VENUSTIANO CARRANZA	94	101	7.4%	110	103	-6.4%	0	0	0.0%	63	57	-9.5%	393	408	3.8%	10	12	20.0%
	XOCHIMILCO	78	116	48.7%	84	156	85.7%	0	0	0.0%	37	35	-5.4%	248	313	26.2%	5	4	-20.0%
	ATIZAPÁN DE ZARAGOZA	110	114	3.6%	246	264	7.3%	0	0	0.0%	58	46	-20.7%	530	426	-19.6%	19	15	-21.1%
	CHALCO	21	25	19.0%	18	37	105.6%	0	0	0.0%	5	9	80.0%	77	86	11.7%	1	2	100.0%
	CHIMALHUACÁN	19	38	100.0%	12	37	208.3%	0	0	0.0%	9	11	22.2%	85	91	7.1%	1	1	0.0%
	COACALCO DE BERRIOZÁBAL	32	48	50.0%	193	241	24.9%	0	0	0.0%	22	19	-13.6%	264	290	9.8%	0	1	0.0%
	CUAUTITLÁN	16	24	50.0%	53	67	26.4%	0	0	0.0%	11	11	0.0%	119	95	-20.2%	2	4	100.0%
	CUAUTITLÁN IZCALLI	154	141	-8.4%	268	230	-14.2%	0	0	0.0%	180	188	4.4%	925	727	-21.4%	17	33	94.1%
	ECATEPEC DE MORELOS	169	243	43.8%	626	491	-21.6%	0	0	0.0%	94	89	-5.3%	625	553	-11.5%	7	5	-28.6%
	HUIXQUILUCAN	429	222	-48.3%	264	312	18.2%	0	0	0.0%	191	52	-72.8%	575	423	-26.4%	85	73	-14.1%
	IXTAPALUCA	18	23	27.8%	43	65	51.2%	0	0	0.0%	13	17	30.8%	161	183	13.7%	1	0	-100.0%
	LA PAZ	25	24	-4.0%	17	24	41.2%	0	0	0.0%	5	7	40.0%	67	76	13.4%	0	0	0.0%
	NAUCALPAN DE JUÁREZ	379	282	-25.6%	298	255	-14.4%	0	0	0.0%	167	275	64.7%	899	904	0.6%	69	69	0.0%
	NEZAHUALCÓYOTL	132	165	25.0%	179	183	2.2%	0	0	0.0%	29	44	51.7%	382	392	2.6%	7	7	0.0%
	NICOLÁS ROMERO	34	34	0.0%	57	79	38.6%	0	0	0.0%	10	13	30.0%	105	100	-4.8%	0	2	0.0%
	TECÁMAC	70	52	-25.7%	64	66	3.1%	0	0	0.0%	38	26	-31.6%	218	180	-17.4%	1	1	0.0%
	TEXCOCO	57	59	3.5%	7	16	128.6%	0	0	0.0%	12	14	16.7%	179	214	19.6%	1	4	300.0%
	TLALNEPANTLA DE BAZ	180	187	3.9%	309	403	30.4%	20	40	100.0%	106	66	-37.7%	587	579	-1.4%	18	22	22.2%
	TULTEPEC	17	13	-23.5%	34	42	23.5%	0	0	0.0%	7	7	0.0%	89	67	-24.7%	2	0	-100.0%
	TULTITLÁN	49	62	26.5%	88	165	87.5%	0	0	0.0%	22	32	45.5%	243	235	-3.3%	3	2	-33.3%
Hidalgo	VALLE DE CHALCO SOLIDARIDAD	11	21	90.9%	12	23	91.7%	0	0	0.0%	3	6	100.0%	71	70	-1.4%	0	0	0.0%
	ZUMPANGO	19	15	-21.1%	13	15	15.4%	0	0	0.0%	13	9	-30.8%	37	42	13.5%	0	0	0.0%
Hidalgo	TIZAYUCA	13	19	46.2%	13	28	115.4%	0	0	0.0%	17	17	0.0%	46	49	6.5%	1	1	0.0%
TOTAL ZMVM		5,218	5,333	2.2%	6,978	7,459	6.9%	602	438	-27.2%	3,027	2,752	-9.1%	17,896	18,162	1.5%	949	927	-2.3%
TOTAL NACIONAL		24,892	25,793	3.6%	34,312	36,107	5.2%	1,674	1,490	-11.0%	16,211	15,371	-5.2%	71,845	73,273	2.0%	1,755	1,900	8.3%

4.3 Desempeño de compradores por Marca en alcaldías y municipios de la ZMVM (Variación % enero-agosto 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	856	1,012	18.2%	223	216	-3.1%	35	15	-57.1%	218	139	-36.2%	2,382	2,598	9.1%	273	308	12.8%
	AZCAPOTZALCO	636	784	23.3%	182	251	37.9%	9	6	-33.3%	716	252	-64.8%	2,122	1,555	-26.7%	149	198	32.9%
	BENITO JUÁREZ	1,438	1,353	-5.9%	239	203	-15.1%	59	26	-55.9%	228	137	-39.9%	1,789	1,555	-13.1%	328	327	-0.3%
	COYOACÁN	858	969	12.9%	281	414	47.3%	31	25	-19.4%	112	200	78.6%	1,287	1,553	20.7%	119	158	32.8%
	CUAJIMALPA DE MORELOS	1,351	1,483	9.8%	168	373	122.0%	23	4	-82.6%	66	51	-22.7%	1,222	1,171	-4.2%	50	48	-4.0%
	CUAUHTÉMOC	1,316	1,508	14.6%	310	263	-15.2%	31	15	-51.6%	253	243	-4.0%	3,033	2,671	-11.9%	322	386	19.9%
	GUSTAVO A. MADERO	784	861	9.8%	294	297	1.0%	21	14	-33.3%	86	127	47.7%	1,773	1,699	-4.2%	248	221	-10.9%
	IZTACALCO	342	418	22.2%	93	73	-21.5%	1	2	100.0%	37	45	21.6%	1,441	772	-46.4%	77	77	0.0%
	IZTAPALAPA	886	1,061	19.8%	291	283	-2.7%	27	11	-59.3%	92	115	25.0%	1,923	2,105	9.5%	168	223	32.7%
	LA MAGDALENA CONTRERAS	199	198	-0.5%	67	47	-29.9%	15	8	-46.7%	22	29	31.8%	391	325	-16.9%	39	36	-7.7%
	MIGUEL HIDALGO	1,691	1,670	-1.2%	1,699	5,463	221.5%	62	25	-59.7%	942	564	-40.1%	5,709	5,477	-4.1%	1,180	623	-47.2%
	MILPA ALTA	54	68	25.9%	19	13	-31.6%	1	0	-100.0%	2	6	200.0%	193	184	-4.7%	8	5	-37.5%
	TLÁHUAC	198	250	26.3%	57	24	-57.9%	6	0	-100.0%	25	26	4.0%	494	534	8.1%	34	54	58.8%
	TLALPAN	651	679	4.3%	216	130	-39.8%	25	9	-64.0%	106	86	-18.9%	1,081	979	-9.4%	103	113	9.7%
	VENUSTIANO CARRANZA	328	373	13.7%	216	251	16.2%	5	1	-80.0%	70	47	-32.9%	716	778	8.7%	158	157	-0.6%
	XOCHIMILCO	296	342	15.5%	89	42	-52.8%	9	4	-55.6%	16	27	68.8%	706	672	-4.8%	25	48	92.0%
Edo. de México	ATIZAPÁN DE ZARAGOZA	496	420	-15.3%	148	93	-37.2%	86	94	9.3%	29	67	131.0%	828	702	-15.2%	54	104	92.6%
	CHALCO	119	84	-29.4%	59	34	-42.4%	4	2	-50.0%	8	9	12.5%	281	329	17.1%	36	41	13.9%
	CHIMALHUACÁN	92	74	-19.6%	42	24	-42.9%	1	1	0.0%	10	7	-30.0%	269	293	8.9%	41	42	2.4%
	COACALCO DE BERRIOZÁBAL	300	235	-21.7%	57	72	26.3%	3	3	0.0%	16	18	12.5%	273	268	-1.8%	68	41	-39.7%
	CUAUTILÁN	78	94	20.5%	30	13	-56.7%	2	1	-50.0%	3	16	433.3%	172	231	34.3%	11	23	109.1%
	CUAUTILÁN IZCALLI	652	763	17.0%	345	414	20.0%	30	34	13.3%	78	174	123.1%	1,256	1,420	13.1%	143	272	90.2%
	ECATEPEC DE MORELOS	728	625	-14.1%	316	395	25.0%	23	49	113.0%	52	75	44.2%	1,574	1,597	1.5%	180	256	42.2%
	HUIXQUILUCAN	1,367	1,351	-1.2%	577	283	-51.0%	93	69	-25.8%	317	223	-29.7%	3,678	2,988	-18.8%	722	386	-46.5%
	IXTAPALUCA	179	148	-17.3%	102	130	27.5%	5	2	-60.0%	8	10	25.0%	296	363	22.6%	87	103	18.4%
	LA PAZ	67	58	-13.4%	28	13	-53.6%	4	2	-50.0%	5	5	0.0%	228	192	-15.8%	25	31	24.0%
	NAUCALPAN DE JUÁREZ	949	794	-16.3%	384	696	81.3%	79	71	-10.1%	137	131	-4.4%	1,476	1,233	-16.5%	122	137	12.3%
	NEZAHUALCÓYOTL	546	449	-17.8%	176	103	-41.5%	28	35	25.0%	59	51	-13.6%	864	867	0.3%	146	154	5.5%
	NICOLÁS ROMERO	125	109	-12.8%	39	25	-35.9%	5	4	-20.0%	6	16	166.7%	359	395	10.0%	6	31	416.7%
	TECÁMAC	265	254	-4.2%	87	34	-60.9%	12	7	-41.7%	23	18	-21.7%	521	514	-1.3%	35	49	40.0%
	TEXCOCO	102	100	-2.0%	99	148	49.5%	7	6	-14.3%	10	17	70.0%	329	407	23.7%	75	85	13.3%
	TLALNEPANTLA DE BAZ	639	616	-3.6%	197	256	29.9%	109	101	-7.3%	130	131	0.8%	1,153	975	-15.4%	158	244	54.4%
	TULTEPEC	87	87	0.0%	16	10	-37.5%	0	3	0.0%	3	10	233.3%	135	149	10.4%	27	20	-25.9%
	TULTITLÁN	190	227	19.5%	65	42	-35.4%	6	8	33.3%	19	34	78.9%	447	416	-6.9%	47	52	10.6%
	VALLE DE CHALCO SOLIDARIDAD	67	69	3.0%	29	24	-17.2%	2	1	-50.0%	4	3	-25.0%	210	247	17.6%	37	43	16.2%
	ZUMPANGO	58	68	17.2%	14	4	-71.4%	1	2	100.0%	9	32	255.6%	153	190	24.2%	11	72	554.5%
Hidalgo	TIZAYUCA	73	70	-4.1%	24	9	-62.5%	4	5	25.0%	14	6	-57.1%	210	205	-2.4%	16	13	-18.8%
TOTAL ZMVM		19,063	19,724	3.5%	7,278	11,165	53.4%	864	665	-23.0%	3,931	3,147	-19.9%	40,974	38,609	-5.8%	5,328	5,181	-2.8%
TOTAL NACIONAL		67,639	70,115	3.7%	31,872	36,019	13.0%	2,607	2,170	-16.8%	18,450	19,406	5.2%	175,568	172,941	-1.5%	20,129	23,789	18.2%

4.3 Desempeño de compradores por Marca en alcaldías y municipios de la ZMVM (Variación % enero-agosto 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	262	297	13.4%	698	517	-25.9%	339	310	-8.6%	1,109	1,203	8.5%	1,498	1,646	9.9%	10	8	-20.0%	82	69	-15.9%
	AZCAPOTZALCO	182	205	12.6%	316	199	-37.0%	212	191	-9.9%	558	769	37.8%	675	758	12.3%	3	3	0.0%	66	38	-42.4%
	BENITO JUÁREZ	231	289	25.1%	713	940	31.8%	486	359	-26.1%	1,289	1,311	1.7%	1,265	1,950	54.2%	17	13	-23.5%	123	130	5.7%
	COYOACÁN	185	247	33.5%	320	351	9.7%	434	315	-27.4%	908	854	-5.9%	678	583	-14.0%	10	2	-80.0%	73	38	-47.9%
	CUAJIMALPA DE MORELOS	64	63	-1.6%	2,536	1,784	-29.7%	130	89	-31.5%	1,053	1,076	2.2%	585	775	32.5%	3	2	-33.3%	117	96	-17.9%
	CUAUHTÉMOC	281	337	19.9%	711	1,033	45.3%	513	477	-7.0%	1,383	1,606	16.1%	1,564	1,575	0.7%	14	17	21.4%	81	77	-4.9%
	GUSTAVO A. MADERO	294	359	22.1%	460	648	40.9%	432	352	-18.5%	820	846	3.2%	1,016	897	-11.7%	2	6	200.0%	30	23	-23.3%
	IZTACALCO	121	128	5.8%	171	355	107.6%	170	122	-28.2%	296	263	-11.1%	336	279	-17.0%	5	4	-20.0%	8	11	37.5%
	IZTAPALAPA	310	377	21.6%	411	301	-26.8%	403	346	-14.1%	866	826	-4.6%	1,377	1,308	-5.0%	2	7	250.0%	42	44	4.8%
	LA MAGDALENA CONTRERAS	65	55	-15.4%	126	88	-30.2%	80	80	0.0%	242	247	2.1%	235	153	-34.9%	8	3	-62.5%	57	97	70.2%
	MIGUEL HIDALGO	246	341	38.6%	2,603	1,445	-44.5%	528	326	-38.2%	2,191	2,456	12.1%	2,207	2,221	0.6%	13	12	-7.7%	186	180	-3.2%
	MILPA ALTA	19	21	10.5%	26	26	0.0%	27	19	-29.6%	45	42	-6.7%	48	38	-20.8%	0	0	0.0%	4	3	-25.0%
	TLÁHUAC	47	53	12.8%	57	54	-5.3%	99	66	-33.3%	143	153	7.0%	164	124	-24.4%	0	1	0.0%	6	4	-33.3%
	TLALPAN	166	224	34.9%	280	213	-23.9%	353	275	-22.1%	791	785	-0.8%	1,055	932	-11.7%	8	11	37.5%	75	90	20.0%
	VENUSTIANO CARRANZA	137	184	34.3%	134	82	-38.8%	196	146	-25.5%	360	336	-6.7%	437	554	26.8%	2	4	100.0%	15	27	80.0%
	XOCHIMILCO	100	87	-13.0%	91	75	-17.6%	167	112	-32.9%	341	369	8.2%	242	160	-33.9%	4	3	-25.0%	16	12	-25.0%
Edo. de México	ATIZAPÁN DE ZARAGOZA	153	166	8.5%	208	301	44.7%	190	120	-36.8%	460	493	7.2%	676	583	-13.8%	0	5	0.0%	78	109	39.7%
	CHALCO	70	62	-11.4%	41	37	-9.8%	51	47	-7.8%	49	70	42.9%	159	186	17.0%	1	0	100.0%	3	3	0.0%
	CHIMALHUACÁN	33	48	45.5%	47	64	36.2%	35	28	-20.0%	53	76	43.4%	128	84	-34.4%	0	0	0.0%	1	1	0.0%
	COACALCO DE BERRIOZÁBAL	67	73	9.0%	109	128	17.4%	78	55	-29.5%	153	212	38.6%	239	143	-40.2%	0	0	0.0%	3	4	33.3%
	CUAUTITLÁN	48	37	-22.9%	49	41	-16.3%	39	36	-7.7%	109	88	-19.3%	214	148	-30.8%	0	1	0.0%	7	1	-85.7%
	CUAUTITLÁN IZCALLI	153	174	13.7%	493	603	22.3%	447	230	-48.5%	781	931	19.2%	730	679	-7.0%	6	2	-66.7%	37	17	-54.1%
	ECATEPEC DE MORELOS	269	279	3.7%	289	262	-9.3%	307	234	-23.8%	607	638	5.1%	700	756	8.0%	2	5	150.0%	11	17	54.5%
	HUIXQUILUCAN	132	215	62.9%	632	996	57.6%	143	169	18.2%	879	1,001	13.9%	1,017	1,223	20.3%	19	9	-52.6%	220	130	-40.9%
	IXTAPALUCA	95	108	13.7%	39	38	-2.6%	77	60	-22.1%	66	72	9.1%	246	234	-4.9%	1	0	100.0%	2	2	0.0%
	LA PAZ	32	31	-3.1%	35	20	-42.9%	19	20	5.3%	62	66	6.5%	96	169	76.0%	0	0	0.0%	3	1	-66.7%
	NAUCALPAN DE JUÁREZ	202	238	17.8%	405	386	-4.7%	282	235	-16.7%	968	1,002	3.5%	911	827	-9.2%	14	12	-14.3%	53	40	-24.5%
	NEZAHUALCÓYOTL	212	232	9.4%	159	122	-23.3%	226	165	-27.0%	366	393	7.4%	565	530	-6.2%	3	0	100.0%	11	8	-27.3%
	NICOLÁS ROMERO	59	58	-1.7%	36	46	27.8%	54	37	-31.5%	86	110	27.9%	182	105	-42.3%	2	2	0.0%	2	4	100.0%
	TECÁMAC	76	74	-2.6%	74	79	6.8%	99	69	-30.3%	171	158	-7.6%	226	143	-36.7%	0	1	0.0%	6	4	-33.3%
	TEXCOCO	29	34	17.2%	129	229	77.5%	71	33	-53.5%	204	158	-22.5%	221	304	37.6%	0	0	0.0%	0	1	0.0%
	TLALNEPANTLA DE BAZ	197	257	30.5%	336	336	0.0%	264	218	-17.4%	709	770	8.6%	810	755	-6.8%	5	5	0.0%	60	84	40.0%
	TULTEPEC	19	23	21.1%	42	34	-19.0%	37	38	2.7%	31	60	93.5%	92	88	-4.3%	1	2	100.0%	3	3	0.0%
	TULTITLÁN	73	75	2.7%	102	88	-13.7%	90	66	-26.7%	187	177	-5.3%	407	467	14.7%	0	0	0.0%	6	4	-33.3%
	VALLE DE CHALCO SOLIDARIDAD	49	30	-38.8%	26	24	-7.7%	22	23	4.5%	41	52	26.8%	84	57	-32.1%	0	0	0.0%	0	0	0.0%
	ZUMPANGO	20	15	-25.0%	33	25	-24.2%	28	13	-53.6%	58	58	0.0%	132	195	47.7%	0	0	0.0%	1	0	-100.0%
Hidalgo	TIZAYUCA	14	30	114.3%	69	32	-53.6%	20	23	15.0%	47	84	78.7%	89	61	-31.5%	0	0	0.0%	1	5	400.0%
TOTAL ZMVM		4,712	5,526	17.3%	13,006	12,002	-7.7%	7,148	5,504	-23.0%	18,482	19,811	7.2%	21,306	21,690	1.8%	155	140	-9.7%	1,489	1,377	-7.5%
TOTAL NACIONAL		13,902	14,653	5.4%	55,963	67,071	19.8%	25,841	21,097	-18.4%	80,486	84,073	4.5%	86,495	89,041	2.9%	494	447	-9.5%	5,789	5,973	3.2%

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



		BMW			INFINITI			LINCOLN			PORSCHÉ			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	118	45	-61.9%	50	52	4.0%	22	76	245.5%	74	74	0.0%	53	50	-5.7%	139	72	-48.2%	16,423	15,004	-8.6%
	AZCAPOTZALCO	25	26	4.0%	6	8	33.3%	7	4	-42.9%	5	4	-20.0%	25	17	-32.0%	42	28	-33.3%	9,867	8,054	-18.4%
	BENITO JUÁREZ	179	95	-46.9%	15	19	26.7%	56	29	-48.2%	33	30	-9.1%	55	49	-10.9%	149	77	-48.3%	13,985	13,526	-3.3%
	COYOACÁN	82	36	-56.1%	6	6	0.0%	69	19	-72.5%	15	16	6.7%	30	49	63.3%	58	31	-46.6%	8,866	9,106	2.7%
	CUAJIMALPA DE MORELOS	107	41	-61.7%	3	6	100.0%	16	11	-31.3%	44	51	15.9%	15	15	0.0%	221	111	-49.8%	10,420	9,621	-7.7%
	CUAUHTÉMOC	98	67	-31.6%	17	27	58.8%	63	34	-46.0%	24	29	20.8%	43	60	39.5%	69	31	-55.1%	21,483	18,088	-15.8%
	GUSTAVO A. MADERO	86	57	-33.7%	3	4	33.3%	13	3	-76.9%	12	16	33.3%	18	29	61.1%	44	28	-36.4%	9,464	9,808	3.6%
	IZTACALCO	24	15	-37.5%	23	7	-69.6%	2	6	200.0%	5	5	0.0%	13	17	30.8%	10	4	-60.0%	5,537	4,625	-16.5%
	IZTAPALAPA	59	43	-27.1%	5	6	20.0%	28	12	-57.1%	12	10	-16.7%	22	34	54.5%	44	23	-47.7%	12,120	12,652	4.4%
	LA MAGDALENA CONTRERAS	31	8	-74.2%	3	2	-33.3%	5	2	-60.0%	8	11	37.5%	8	7	-12.5%	33	11	-66.7%	2,410	2,140	-11.2%
	MIGUEL HIDALGO	137	88	-35.8%	17	32	88.2%	59	28	-52.5%	110	97	-11.8%	124	144	16.1%	185	97	-47.6%	30,246	31,141	3.0%
	MILPA ALTA	4	5	25.0%	0	1	0.0%	0	-2	0.0%	1	2	100.0%	3	2	-33.3%	2	2	0.0%	682	677	-0.7%
	TLÁHUAC	12	4	-66.7%	0	0	0.0%	0	0	0.0%	2	2	0.0%	4	12	200.0%	3	1	-66.7%	2,035	2,177	7.0%
	TLALPAN	62	40	-35.5%	3	6	100.0%	12	15	25.0%	35	20	-42.9%	34	28	-17.6%	41	42	2.4%	7,355	7,153	-2.7%
	VENUSTIANO CARRANZA	26	17	-34.6%	1	4	300.0%	2	3	50.0%	8	11	37.5%	12	16	33.3%	19	10	-47.4%	4,330	4,570	5.5%
Edo. de México	XOCHIMILCO	25	19	-24.0%	6	4	-33.3%	2	5	150.0%	4	3	-25.0%	5	10	100.0%	14	14	0.0%	3,153	3,247	3.0%
	ATIZAPÁN DE ZARAGOZA	281	338	20.3%	7	4	-42.9%	10	15	50.0%	77	54	-29.9%	25	22	-12.0%	83	38	-54.3%	5,988	5,619	-6.2%
	CHALCO	9	17	88.9%	0	1	0.0%	1	0	-100.0%	0	1	0.0%	1	4	300.0%	4	2	-50.0%	1,351	1,459	8.0%
	CHIMALHUACÁN	9	4	-55.6%	0	0	0.0%	1	0	-100.0%	0	0	0.0%	1	1	0.0%	6	4	-33.3%	1,146	1,129	-1.5%
	COACALCO DE BERRIOZÁBAL	21	19	-9.5%	1	1	0.0%	1	2	100.0%	2	1	-50.0%	4	3	-25.0%	6	6	0.0%	2,335	2,284	-2.2%
	CUAUTILÁN	13	6	-53.8%	0	0	0.0%	0	2	0.0%	2	2	0.0%	2	3	50.0%	6	4	-33.3%	1,188	1,206	1.5%
	CUAUTITLÁN IZCALLI	58	69	19.0%	8	8	0.0%	11	16	45.5%	13	8	-38.5%	16	24	50.0%	25	9	-64.0%	8,148	8,807	8.1%
	ECATEPEC DE MORELOS	68	90	32.4%	4	1	-75.0%	8	2	-75.0%	1	4	300.0%	16	8	-50.0%	25	8	-68.0%	8,295	8,204	-1.1%
	HUIXQUILUCAN	369	461	24.9%	15	20	33.3%	21	16	-23.8%	57	42	-26.3%	57	37	-35.1%	116	49	-57.8%	14,406	13,404	-7.0%
	IXTAPALUCA	6	10	66.7%	0	1	0.0%	1	0	-100.0%	0	0	0.0%	0	4	0.0%	3	3	0.0%	1,990	2,189	10.0%
	LA PAZ	10	8	-20.0%	0	0	0.0%	1	1	0.0%	0	0	0.0%	0	2	0.0%	4	0	-100.0%	883	884	0.1%
	NAUCALPAN DE JUÁREZ	243	306	25.9%	15	12	-20.0%	20	36	80.0%	33	28	-15.2%	25	36	44.0%	55	35	-36.4%	10,717	10,253	-4.3%
	NEZAHUALCÓYOTL	72	99	37.5%	1	1	0.0%	5	7	40.0%	1	6	500.0%	7	14	100.0%	18	12	-33.3%	5,550	5,197	-6.4%
	NICOLÁS ROMERO	6	14	133.3%	0	0	0.0%	1	0	-100.0%	0	1	0.0%	0	3	0.0%	3	3	0.0%	1,542	1,525	-1.1%
	TECÁMAC	25	24	-4.0%	0	0	0.0%	2	0	-100.0%	2	2	0.0%	0	10	0.0%	10	2	-80.0%	2,530	2,284	-9.7%
	TEXCOCO	14	11	-21.4%	0	1	0.0%	2	1	-50.0%	0	4	0.0%	1	3	200.0%	7	3	-57.1%	2,261	2,579	14.1%
	TLALNEPANTLA DE BAZ	292	290	-0.7%	1	4	300.0%	7	12	71.4%	21	17	-19.0%	16	22	37.5%	50	26	-48.0%	8,071	8,372	3.7%
	TULTEPEC	12	9	-25.0%	0	1	0.0%	1	0	-100.0%	1	0	-100.0%	2	1	-50.0%	3	0	-100.0%	810	866	6.9%
	TULTITLÁN	23	40	73.9%	1	0	-100.0%	3	2	-33.3%	1	3	200.0%	2	6	200.0%	11	5	-54.5%	2,597	2,766	6.5%
	VALLE DE CHALCO SOLIDARIDAD	7	10	42.9%	1	0	-100.0%	0	0	0.0%	0	0	0.0%	0	1	0.0%	3	4	33.3%	842	852	1.2%
Hidalgo	ZUMPANGO	2	2	0.0%	0	0	0.0%	0	0	0.0%	2	1	-50.0%	1	0	-100.0%	5	1	-80.0%	808	1,079	33.5%
	TIZAYUCA	8	14	75.0%	0	0	0.0%	1	0	-100.0%	1	2	100.0%	1	2	100.0%	1	0	-100.0%	787	818	3.9%
TOTAL ZMVM		2,623	2,447	-6.7%	212	239	12.7%	453	357	-21.2%	606	557	-8.1%	641	745	16.2%	1,517	796	-47.5%	240,621	233,365	-3.0%
TOTAL NACIONAL		9,759	9,388	-3.8%	762	817	7.2%	1,382	1,226	-11.3%	2,235	2,200	-1.6%	2,686	3,098	15.3%	4,179	2,334	-44.1%	951,761	966,726	1.6%

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

	Segmento	Marca	Modelo	Unidades	Participación en ZMVM	% Var 2026-2025
1	Subcompactos	General Motors	Aveo	14,664	6.3%	12.0%
2	Compactos	Nissan	Versa	10,539	4.5%	-12.7%
3	Compactos	Kia	K3	9,652	4.1%	2.6%
4	Camiones	Nissan	NP300	5,564	2.4%	-29.3%
5	Usos Múltiple	Mazda	CX-30	5,380	2.3%	6.5%
6	Compactos	MG	MG5	5,245	2.2%	69.9%
7	Subcompactos	Nissan	MARCH	4,865	2.1%	-18.6%
8	Subcompactos	Mazda	Mazda 2	4,786	2.1%	5.7%
9	Usos Múltiple	Nissan	Kicks	4,701	2.0%	-13.4%
10	Usos Múltiple	Nissan	MAGNITE	4,324	1.9%	94.2%
Total ZMVM				233,365	29.9%	

Fuente: AMDA con información de Urban Science

Estos 10 modelos representan el 29.9% de las preferencias de los compradores de la ZMVM durante enero-agosto de 2026, juntos suman 69,720 unidades.



REPORTE DE COMPRADORES

ZONA METROPOLITANA DEL VALLE DE MÉXICO

AGOSTO 2026

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