

MEXICO

Total national household market \$318,603.8 million

Population 104.0 million

Households 15.6 million

BOP segment	Population			Annual expenditure		
	Total (millions)	Share (% of national)	Urban (% of segment)	Total (\$ millions)	Share (% of national)	Urban (% of segment)
BOP3000	9.7	9.3	85.1	28,896.1	9.1	85.0
BOP2500	13.2	12.7	83.3	32,204.2	10.1	83.4
BOP2000	17.3	16.6	75.1	32,785.3	10.3	75.2
BOP1500	16.9	16.3	65.7	23,044.6	7.2	66.0
BOP1000	12.4	11.9	47.9	10,387.8	3.3	49.1
BOP500	2.8	2.7	14.0	1,192.3	0.4	14.8
BOP total	72.4	69.6	68.7	128,510.4	40.3	75.1

BOP expenditure by sector

\$ (Boldface numbers are millions)	Total BOP	BOP						Urban / rural (% of BOP)
		500	1000	1500	2000	2500	3000	
Food	41,912.8	559.7	4,215.9	8,299.9	10,751.4	9,866.2	8,219.6	72/28
Per capita	579	198	340	491	621	747	845	
Per household	2684	1397	1871	2435	2756	3137	3281	
Housing	19,995.7	225.3	1,780.8	3,600.0	5,063.4	4,936.0	4,390.3	79/21
Per capita	276	80	144	213	293	374	452	
Per household	1281	562	790	1056	1298	1570	1753	
Water	1,042.0	4.3	92.5	189.6	253.3	276.5	225.8	86/14
Per capita	14	2	7	11	15	21	23	
Per household	67	11	41	56	65	88	90	
Energy	7,011.5	44.2	605.8	1,416.0	1,894.9	1,619.0	1,431.6	76/24
Per capita	97	16	49	84	110	123	147	
Per household	449	110	269	415	486	515	571	
Household goods	12,426.0	139.8	1,105.9	2,216.6	3,172.6	2,988.1	2,803.1	72/28
Per capita	172	49	89	131	183	226	288	
Per household	796	349	491	650	813	950	1119	
Health	4,064.2	33.4	278.8	720.5	916.8	1,127.7	987.1	69/31
Per capita	56	12	22	43	53	85	102	
Per household	260	83	124	211	235	359	394	
Transportation	12,638.2	42.6	660.1	1,973.2	3,241.7	3,515.0	3,205.7	77/23
Per capita	175	15	53	117	187	266	330	
Per household	809	106	293	579	831	1118	1280	
ICT	3,798.9	5.4	144.7	525.6	910.2	1,093.7	1,119.4	80/20
Per capita	53	2	12	31	53	83	115	
Per household	243	13	64	154	233	348	447	
Education	5,869.8	36.3	431.4	1,100.1	1,412.8	1,577.8	1,311.4	80/20
Per capita	81	13	35	65	82	120	135	
Per household	376	91	191	323	362	502	524	
Other	19,751.2	101.4	1,072.1	3,003.2	5,168.2	5,204.2	5,202.2	75/25
Per capita	273	36	86	178	299	394	535	
Per household	1265	253	476	881	1325	1655	2077	
Total	128,510.4	1,192.3	10,387.8	23,044.6	32,785.3	32,204.2	28,896.1	75/25

Note: All dollar amounts in 2005 PPP

Household expenditure by sector

	National (\$ millions)	BOP (%)
Food	74,842.7	56.0
Housing	45,603.8	43.8
Water	2,156.8	48.3
Energy	14,511.3	48.3
Household goods	32,872.9	37.8
Health	10,582.0	38.4
Transportation	39,960.6	31.6
ICT	12,861.1	29.5
Education	17,370.1	33.8
Other	67,842.4	29.1
Total	318,603.8	40.3

Sector shares of household expenditure (%)

	National	BOP
Food	23.5	32.6
Housing	14.3	15.6
Water	0.7	0.8
Energy	4.6	5.5
Household goods	10.3	9.7
Health	3.3	3.2
Transportation	12.5	9.8
ICT	4.0	3.0
Education	5.5	4.6
Other	21.3	15.4
Total	100.0	100.0