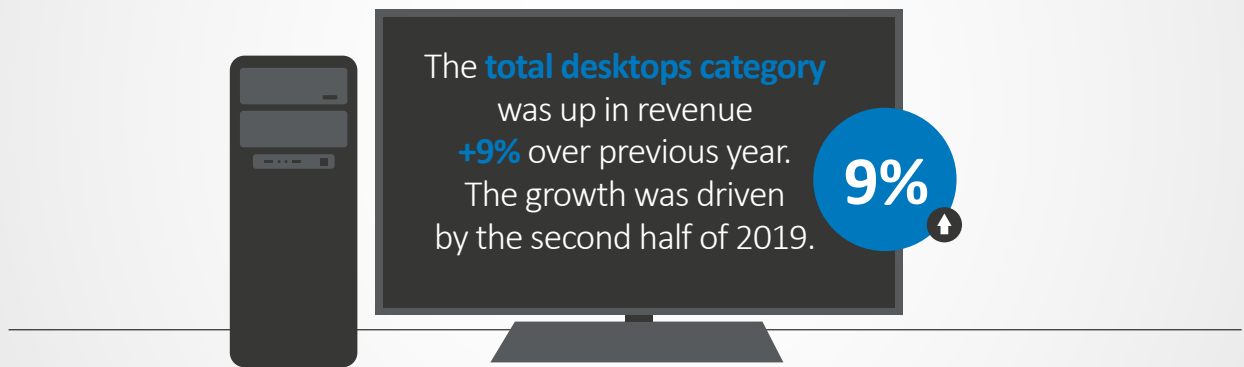
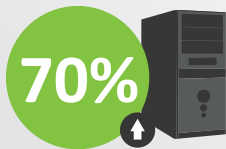


# Mexico's 2019 Distribution Market: Desktops as a Bright Spot

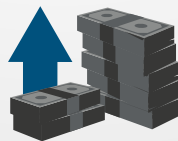
The Mexican B2B technology distribution market was down -7% in 2019 compared to the previous year. What are the most promising opportunities in the year ahead? Desktops, the second-largest category last year, is one to watch. **Here's a closer look:**



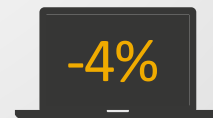
**BTO desktop revenue**, which comprises half of the total desktop category, was **up 70%**.



**BTO desktop revenue** trends show **double-digit growth** all year, except May and December.



A related category, **notebooks**, was **down -4%** in 2019 compared to 2018.



The business of selling technology products to the B2B market is changing. The NPD Group is your source for timely technology market insights, including unmatched detail down to the item level in Mexico, the U.S., and Canada.

*Source: The NPD Group/DistributorTrack, Mexico, 2019*

Get more insights on Mexico's technology distribution market. Contact The NPD Group at +52.55.5281.5069 or [contactnpd@npd.com](mailto:contactnpd@npd.com).  
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