



# REPORTE DE COMPRADORES ZONA METROPOLITANA DEL VALLE DE MÉXICO

FEBRERO 2026

# Resultados

## Febrero 2026



En el mes de febrero 2026, se registraron 27,420 compradores en la Zona Metropolitana del Valle de México (ZMVM), cifra -4.8% inferior a los 28,807 compradores de febrero 2025, equivalente a 1,387 compradores menos.

En el acumulado a febrero 2026 se tuvieron 56,979 compradores en la ZMVM lo que significó un retroceso anual de -0.7%, es decir, 392 unidades menos respecto a 2025.

Durante el periodo enero-febrero 2026 el nivel de compradores en la ZMVM es 9.4% superior al nivel registrado en el mismo lapso de 2019.

A nivel nacional, durante enero-febrero 2026 el total de compradores ha mostrado un desempeño positivo, colocándose 0.9% por encima de los niveles registrados en 2025.

Las regiones Sur y Norte son las que presentan las mayores variaciones porcentuales, con un avance anual de 5.9% y 3.4% respectivamente, en contraste Noroeste es la región del país que presenta la mayor disminución: -4.6%.

En el análisis por segmentos a nivel nacional Subcompactos, Lujo y Deportivo registraron las mayores caídas anuales, -5.0%, -0.5% y -19.8% respectivamente, mientras que Compactos registra el mayor avance (8.3%).

En la ZMVM se presenta avance en tres de los seis segmentos, en contraste Deportivo (-19.6%) y Camiones Ligeros (-27.8%) registraron las mayores disminuciones porcentuales en comparativa anual.

Mientras que, el segmento Compactos es el que mayor avance porcentual registra: 21.0%.

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

Durante enero-febrero de 2026, las marcas GAC, Isuzu y Acura no presentaron ningún foco rojo en la ZMVM.

# Contenido

## Enero-Febrero 2026

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

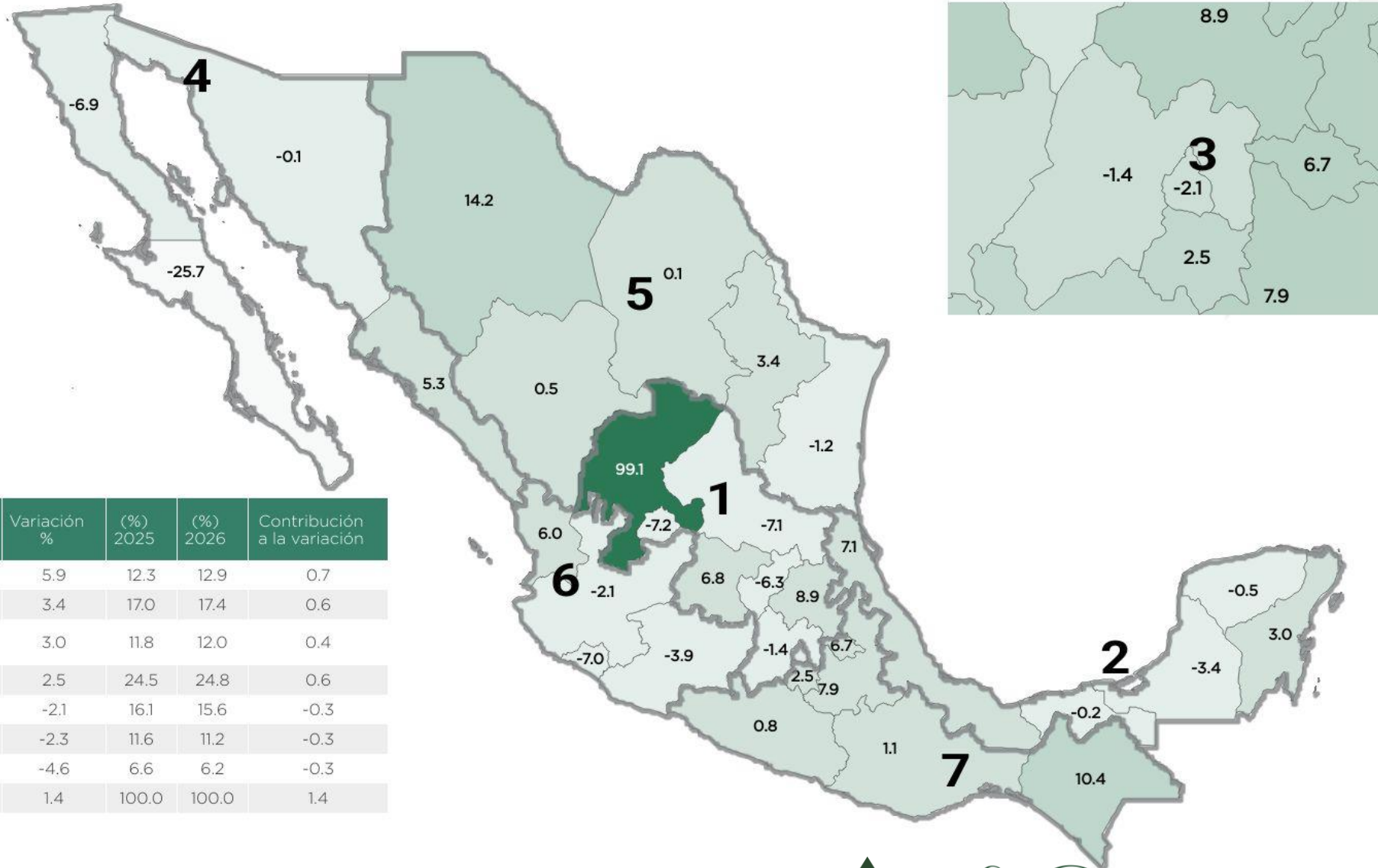
## Regiones

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

## Variación % anual

- Alta
- ↓
- Baja

REGIÓN	ENE-FEB 2025	ENE-FEB 2026	Variación %	(%) 2025	(%) 2026	Contribución a la variación
SUR	28,984	30,696	5.9	12.3	12.9	0.7
NORTE	39,980	41,342	3.4	17.0	17.4	0.6
GOLFO PENINSULAR	27,691	28,529	3.0	11.8	12.0	0.4
CENTRO	57,562	59,009	2.5	24.5	24.8	0.6
METROPOLITANA	37,872	37,077	-2.1	16.1	15.6	-0.3
OCCIDENTE	27,213	26,585	-2.3	11.6	11.2	-0.3
NOROESTE	15,557	14,834	-4.6	6.6	6.2	-0.3
TOTAL	234,859	238,072	1.4	100.0	100.0	1.4



Nota: No incluye información Jaguar, Land Rover y Mercedes Benz.

Fuente: AMDA con información de Urban Science. Regionalización utilizada conforme a IRAES. Banamex



REPORTE DE COMPRADORES  
ZONA METROPOLITANA DEL  
VALLE DE MÉXICO

# 1. Comparativo de compradores de 2026 - 2025 por Entidad Federativa y ZMVM (enero-febrero)

Estado	Enero-Febrero 2025	% respecto al total	Enero-Febrero 2026	% respecto al total	VAR %
<b>ZMVM</b>	<b>57,371</b>	<b>24.2%</b>	<b>56,979</b>	<b>23.8%</b>	<b>-0.7%</b>
Aguascalientes	4,123	1.7%	3,826	1.6%	-7.2%
Baja California	5,172	2.2%	4,815	2.0%	-6.9%
Baja California Sur	2,193	0.9%	1,630	0.7%	-25.7%
Campeche	1,779	0.7%	1,719	0.7%	-3.4%
Chiapas	5,284	2.2%	5,833	2.4%	10.4%
Chihuahua	4,998	2.1%	5,707	2.4%	14.2%
Coahuila	6,379	2.7%	6,384	2.7%	0.1%
Colima	2,119	0.9%	1,970	0.8%	-7.0%
<b>CDMX</b>	<b>37,872</b>	<b>16.0%</b>	<b>37,077</b>	<b>15.5%</b>	<b>-2.1%</b>
Durango	1,930	0.8%	1,940	0.8%	0.5%
Edo. de México	27,587	11.6%	27,197	11.4%	-1.4%
Guanajuato	9,415	4.0%	10,055	4.2%	6.8%
Guerrero	2,963	1.2%	2,988	1.2%	0.8%
Hidalgo	3,497	1.5%	3,808	1.6%	8.9%
Jalisco	18,011	7.6%	17,625	7.4%	-2.1%
Michoacán	5,229	2.2%	5,025	2.1%	-3.9%
Morelos	3,273	1.4%	3,355	1.4%	2.5%
Nayarit	1,854	0.8%	1,965	0.8%	6.0%
Nuevo León	20,749	8.7%	21,456	9.0%	3.4%
Oaxaca	4,487	1.9%	4,537	1.9%	1.1%
Puebla	11,142	4.7%	12,025	5.0%	7.9%
Querétaro	5,880	2.5%	5,511	2.3%	-6.3%
Quintana Roo	6,016	2.5%	6,195	2.6%	3.0%
San Luis Potosí	5,125	2.2%	4,759	2.0%	-7.1%
Sinaloa	3,760	1.6%	3,960	1.7%	5.3%
Sonora	4,432	1.9%	4,429	1.8%	-0.1%
Tabasco	3,645	1.5%	3,638	1.5%	-0.2%
Tamaulipas	5,924	2.5%	5,855	2.4%	-1.2%
Tlaxcala	1,835	0.8%	1,958	0.8%	6.7%
Veracruz	10,634	4.5%	11,390	4.8%	7.1%
Yucatán	5,617	2.4%	5,587	2.3%	-0.5%
Zacatecas	1,935	0.8%	3,853	1.6%	99.1%
Otras Marcas	2,380	1.0%	1,345	0.6%	-43.5%
<b>Total</b>	<b>237,239</b>	<b>100.0%</b>	<b>239,417</b>	<b>100.0%</b>	<b>0.9%</b>

En el periodo de enero-febrero 2026, se observa una variación anual positiva a nivel nacional (0.9%), y negativa en la ZMVM (-0.7%).

17 entidades federativas presentan aumento de compradores en comparativa anual.

Las mayores disminuciones anuales se dieron en:

- Baja California (-25.7%)
- Aguascalientes (-7.2%)
- San Luis Potosí (-7.1%)

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.



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

Estado	Febrero 2025	% respecto al total	Febrero 2026	% respecto al total	VAR %
ZMVM	28,807	24.6%	27,420	24.3%	-4.8%
Aguascalientes	2,199	1.9%	1,940	1.7%	-11.8%
Baja California	2,454	2.1%	2,257	2.0%	-8.0%
Baja California Sur	1,416	1.2%	851	0.8%	-39.9%
Campeche	846	0.7%	772	0.7%	-8.7%
Chiapas	2,497	2.1%	2,835	2.5%	13.5%
Chihuahua	2,371	2.0%	2,658	2.4%	12.1%
Coahuila	3,078	2.6%	2,996	2.7%	-2.7%
Colima	974	0.8%	838	0.7%	-14.0%
CDMX	19,133	16.3%	17,895	15.8%	-6.5%
Durango	953	0.8%	921	0.8%	-3.4%
Edo. de México	13,854	11.8%	12,966	11.5%	-6.4%
Guanajuato	4,471	3.8%	4,631	4.1%	3.6%
Guerrero	1,403	1.2%	1,413	1.3%	0.7%
Hidalgo	1,685	1.4%	1,845	1.6%	9.5%
Jalisco	8,557	7.3%	8,090	7.2%	-5.5%
Michoacán	2,549	2.2%	2,229	2.0%	-12.6%
Morelos	1,654	1.4%	1,741	1.5%	5.3%
Nayarit	836	0.7%	866	0.8%	3.6%
Nuevo León	10,316	8.8%	9,873	8.7%	-4.3%
Oaxaca	2,180	1.9%	2,134	1.9%	-2.1%
Puebla	5,403	4.6%	5,790	5.1%	7.2%
Querétaro	2,870	2.4%	2,600	2.3%	-9.4%
Quintana Roo	3,413	2.9%	3,140	2.8%	-8.0%
San Luis Potosí	2,916	2.5%	2,160	1.9%	-25.9%
Sinaloa	1,747	1.5%	1,840	1.6%	5.3%
Sonora	2,117	1.8%	2,177	1.9%	2.8%
Tabasco	1,679	1.4%	1,685	1.5%	0.4%
Tamaulipas	2,909	2.5%	2,762	2.4%	-5.1%
Tlaxcala	838	0.7%	877	0.8%	4.7%
Veracruz	5,119	4.4%	5,250	4.6%	2.6%
Yucatán	2,627	2.2%	2,483	2.2%	-5.5%
Zacatecas	1,012	0.9%	1,841	1.6%	81.9%
Otras Marcas	1,177	1.0%	646	0.6%	-45.1%
<b>Total</b>	<b>117,253</b>	<b>100.0%</b>	<b>113,002</b>	<b>100.0%</b>	<b>-3.6%</b>

En el mes de febrero 2026, se observa una variación anual negativa a nivel nacional (-3.6%), y en la ZMVM (-4.8%).

14 entidades federativas presentan aumento de compradores en comparativa anual.

Las mayores disminuciones anuales se dieron en:

- Baja California Sur (-39.9%)
- San Luis Potosí (-25.9%)
- Colima (-14.0%)

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-Febrero 2026	38,755	56,430	9,807	729	105,721	89,529	44,167	133,696	239,417
Enero-Febrero 2025	40,776	52,092	9,858	909	103,635	89,668	43,936	133,604	237,239
Var(%)	<b>-5.0%</b>	<b>8.3%</b>	<b>-0.5%</b>	<b>-19.8%</b>	<b>2.0%</b>	<b>-0.2%</b>	<b>0.5%</b>	<b>0.1%</b>	<b>0.9%</b>

A nivel nacional, se presenta un aumento en el número de compradores. Mientras que los segmentos de Subcompactos y Deportivo presentan las mayores disminuciones anuales, -5.0% y -19.8% respectivamente, en contraste Compactos es el segmento que registra el mayor avance porcentual anual (+8.3%).

	ZMVM								
	SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMÓVILES	USOS MÚLTIPLE	CAMIONES LIGEROS	TOTAL CAMIONES LIGEROS	TOTAL
Enero-Febrero 2026	10,510	13,940	2,641	255	27,346	22,434	7,199	29,633	56,979
Enero-Febrero 2025	10,269	11,517	2,424	317	24,527	22,875	9,969	32,844	57,371
Var(%)	<b>2.3%</b>	<b>21.0%</b>	<b>9.0%</b>	<b>-19.6%</b>	<b>11.5%</b>	<b>-1.9%</b>	<b>-27.8%</b>	<b>-9.8%</b>	<b>-0.7%</b>

En la ZMVM se presenta avance en tres de los seis segmentos, mientras que Deportivo, Usos Múltiple y Camiones Ligeros registran caídas en comparativa anual -19.6%, -1.9% y -27.8% respectivamente.

El segmento Compactos es el que mayor avance porcentual anual registra: (+21.0%).

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; Chirey y Omoda a partir de septiembre 2023 y hasta marzo 2025; Isuzu a partir de diciembre 2023; GWM a partir de abril 2024; Jetour a partir de septiembre 2024 y hasta febrero 2025; GAC a partir de febrero 2025; Bestune a partir de junio 2025.

\* A partir de 2025 Motonation no incorpora datos de Changan.

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



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### 3. Desempeño de compradores por segmentos en alcaldías y municipios de la ZMVM (Variación % enero-febrero 2026 vs 2025)

MUNICIPIO/ALCALDÍA		SUBCOMPACTOS	COMPACTOS	LUJO	DEPORTIVO	TOTAL AUTOMÓVILES	USOS MÚLTIPLE	CAMIONES LIGEROS	TOTAL CAMIONES LIGEROS	TOTAL
Ciudad de México	ÁLVARO OBREGÓN	-2.2%	26.5%	-25.3%	0.0%	6.6%	-15.9%	-74.7%	-43.8%	-29.8%
	AZCAPOTZALCO	-1.4%	-34.5%	42.2%	0.0%	-20.3%	3.2%	-52.1%	-16.2%	-18.2%
	BENITO JUÁREZ	-0.7%	4.3%	47.1%	-53.3%	6.4%	-3.7%	-31.0%	-10.2%	-3.4%
	COYOACÁN	21.4%	20.6%	1.1%	-45.5%	18.1%	5.5%	32.5%	9.3%	13.2%
	CUAJIMALPA DE MORELOS	31.1%	13.5%	-17.2%	25.0%	14.9%	-42.7%	-21.5%	-36.5%	-16.4%
	CUAUHTÉMOC	20.4%	20.4%	24.8%	-42.3%	19.7%	0.3%	29.9%	7.2%	12.6%
	GUSTAVO A. MADERO	2.6%	20.5%	23.2%	-36.0%	11.3%	5.0%	12.8%	6.4%	8.6%
	IZTACALCO	44.3%	25.3%	-31.6%	-57.1%	26.6%	9.4%	-5.7%	6.2%	15.8%
	IZTAPALAPA	11.0%	14.5%	16.5%	-16.0%	12.4%	4.1%	8.1%	5.2%	8.5%
	LA MAGDALENA CONTRERAS	21.0%	-2.9%	-14.6%	200.0%	6.7%	5.1%	-16.0%	0.3%	3.1%
	MIGUEL HIDALGO	25.5%	127.9%	7.2%	43.8%	77.6%	-3.1%	-61.3%	-34.1%	2.4%
	MILPA ALTA	-2.3%	33.3%	100.0%	-50.0%	13.3%	51.1%	-35.6%	8.7%	10.8%
	TLÁHUAC	-2.5%	44.8%	27.3%	-50.0%	18.3%	33.0%	-49.4%	7.3%	12.3%
	TLALPAN	0.0%	-3.2%	16.9%	-52.6%	-0.8%	-11.7%	1.6%	-10.0%	-5.7%
VENUSTIANO CARRANZA	14.4%	1.7%	33.3%	-9.1%	8.4%	14.3%	-8.5%	8.7%	8.6%	
XOCHIMILCO	15.3%	14.8%	-8.0%	-90.0%	10.8%	15.7%	-4.2%	11.9%	11.3%	
Edo. de México	ATIZAPÁN DE ZARAGOZA	-20.1%	8.3%	29.5%	50.0%	1.7%	-9.3%	-19.8%	-11.7%	-5.6%
	CHALCO	-14.8%	19.7%	-62.5%	200.0%	0.6%	33.3%	5.0%	25.7%	12.1%
	CHIMALHUACÁN	-28.6%	19.5%	-16.7%	-100.0%	-4.5%	11.1%	23.3%	14.0%	3.9%
	COACALCO DE BERRIOZÁBAL	5.8%	-21.5%	54.5%	50.0%	-5.6%	0.8%	-14.5%	-2.3%	-3.8%
	CUAUTILÁN	-7.6%	-42.5%	-25.0%	-100.0%	-26.4%	-11.3%	11.4%	-5.6%	-15.1%
	CUAUTILÁN IZCALLI	-0.6%	19.6%	37.7%	12.5%	12.7%	7.3%	14.7%	9.6%	11.0%
	ECATEPEC DE MORELOS	-31.9%	28.1%	35.1%	83.3%	-2.6%	17.0%	1.8%	13.6%	5.1%
	HUIXQUILUCAN	-20.9%	-27.2%	-6.7%	-20.0%	-21.1%	-11.5%	16.8%	-5.2%	-12.8%
	IXTAPALUCA	9.2%	8.5%	12.5%	-75.0%	7.7%	20.1%	-8.7%	14.5%	10.9%
	LA PAZ	0.0%	4.3%	66.7%	-100.0%	3.2%	0.0%	9.4%	2.7%	2.9%
	NAUCALPAN DE JUÁREZ	1.5%	21.3%	2.7%	44.4%	10.9%	-0.5%	21.2%	3.2%	6.6%
	NEZAHUALCÓYOTL	-20.0%	-2.4%	25.0%	-60.0%	-10.0%	-7.0%	8.9%	-4.1%	-7.1%
	NICOLÁS ROMERO	14.7%	18.8%	-10.0%	100.0%	15.8%	9.2%	53.5%	19.6%	17.7%
	TECAMAC	-7.1%	-13.3%	-42.3%	0.0%	-12.8%	-6.5%	4.2%	-4.1%	-8.5%
	TEXCOCO	-3.5%	-0.8%	36.4%	-66.7%	-1.2%	-14.8%	13.2%	-7.6%	-4.9%
	TLALNEPANTLA DE BAZ	-13.5%	9.7%	10.4%	45.5%	0.5%	6.1%	12.3%	7.5%	4.1%
	TULTEPEC	-21.3%	30.6%	-20.0%	-33.3%	2.9%	30.1%	33.3%	31.1%	17.1%
	TULTILÁN	-15.0%	-13.6%	100.0%	-50.0%	-9.6%	-1.1%	1.1%	-0.5%	-4.7%
VALLE DE CHALCO SOLIDARIDAD	-8.2%	13.8%	-14.3%	-100.0%	-0.8%	40.3%	-25.8%	19.4%	8.3%	
ZUMPANGO	-35.1%	-20.0%	100.0%	-100.0%	-27.4%	84.8%	463.0%	194.6%	71.0%	
Hidalgo	TIZAYUCA	29.6%	-27.4%	100.0%	0.0%	-5.3%	11.8%	-41.4%	-12.7%	-9.5%
Total ZMVM		2.3%	21.0%	9.0%	-19.6%	11.5%	-1.9%	-27.8%	-9.8%	-0.7%

- De los 37 municipios y alcaldías que componen a la ZMVM, 23 presentaron incrementos en comparativa anual.
- El mayor crecimiento porcentual se registró en el municipio de Zumpango, Estado de México (+71.0%), mientras que la mayor caída se observó en la alcaldía Álvaro Obregón, en la CDMX (-29.8%).

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-febrero 2026 vs 2025)



ENTIDAD FEDERATIVA	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	-31.9%	-91.2%	-9.4%	-8.5%	-11.5%	10.9%	-9.4%	59.2%	-24.1%	5.9%	8.9%	2.2%	34.3%	-22.4%	31.9%	26.3%	-10.2%	13.8%	-20.4%	-10.2%	8.7%	-3.0%	48.4%	9.6%	-6.4%	4.4%	9.4%	-14.7%	36.5%	-40.4%	-0.7%
Aguascalientes	69.6%	100.0%	0.0%	2.9%	63.6%	11.1%	9.5%	-33.3%	-25.4%	-42.6%	150.0%	5.2%	2.9%	600.0%	-35.9%	-7.9%	-18.8%	11.1%	63.8%	-14.8%	1.8%	-6.0%	0.0%	-35.3%	-33.3%	-33.3%	-100.0%	14.3%	400.0%	-86.1%	-7.7%
Baja California	-13.7%	0.0%	-36.0%	4.9%	-87.5%	30.9%	-11.9%	-100.0%	-14.0%	-7.2%	150.0%	-3.0%	-32.5%	-47.1%	-10.7%	3.3%	-33.3%	-16.7%	-28.7%	-8.1%	-7.7%	11.4%	-100.0%	-4.3%	-39.7%	0.0%	-71.4%	-100.0%	32.4%	-31.6%	-7.3%
Baja California Sur	-25.4%	100.0%	0.0%	-1.7%	-66.7%	1.5%	-93.2%	-100.0%	-68.4%	-24.7%	-100.0%	-15.9%	-19.3%	-100.0%	-65.2%	-22.9%	-92.9%	-61.5%	23.3%	-19.0%	5.9%	-48.2%	-100.0%	14.3%	-14.3%	0.0%	-50.0%	33.3%	4.5%	0.0%	-25.7%
Campeche	2.8%	0.0%	18.2%	-1.8%	-14.3%	54.2%	-27.9%	0.0%	10.9%	5.7%	0.0%	-14.7%	-2.5%	200.0%	20.0%	5.2%	-14.3%	19.2%	10.6%	-1.7%	12.5%	-8.7%	0.0%	-100.0%	0.0%	0.0%	300.0%	-33.3%	0.0%	0.0%	-3.4%
CDMX	-43.9%	-93.3%	-60.3%	-12.7%	-17.7%	12.8%	3.5%	40.0%	-34.9%	14.8%	16.6%	9.5%	36.8%	-62.4%	21.2%	30.3%	-17.5%	20.1%	-29.8%	-13.7%	9.5%	0.8%	34.8%	11.8%	-25.3%	5.4%	13.4%	-17.6%	24.5%	-40.2%	-1.4%
Chiapas	48.9%	0.0%	3.6%	3.9%	-21.7%	24.6%	-10.4%	-11.1%	-29.3%	33.2%	0.0%	-6.2%	12.9%	-27.3%	20.8%	37.6%	-6.3%	40.0%	21.0%	-10.8%	25.4%	-2.9%	-100.0%	57.1%	-11.8%	-100.0%	100.0%	0.0%	0.0%	10.3%	
Chihuahua	154.3%	0.0%	-33.3%	5.3%	9.9%	5.4%	-13.1%	75.0%	8.3%	-5.4%	400.0%	11.6%	13.7%	-14.3%	39.5%	20.0%	17.0%	-9.1%	1.0%	-27.8%	5.6%	30.0%	-10.0%	41.7%	-13.0%	30.0%	13.3%	-25.0%	6.9%	-20.0%	14.7%
Coahuila	35.2%	0.0%	-33.3%	3.9%	16.1%	4.1%	-1.7%	-81.3%	-9.4%	12.5%	133.3%	1.3%	7.8%	75.0%	16.3%	5.6%	14.8%	-5.8%	-2.0%	-8.5%	-1.7%	-4.2%	0.0%	0.0%	-3.6%	-42.9%	-8.3%	37.5%	33.3%	-33.3%	0.6%
Colima	61.3%	0.0%	-47.4%	-9.9%	16.7%	41.9%	-27.1%	50.0%	-21.3%	-4.7%	-66.7%	-8.9%	71.7%	0.0%	26.8%	-11.2%	47.6%	100.0%	-13.6%	7.8%	-17.2%	-4.7%	0.0%	-66.7%	100.0%	0.0%	200.0%	0.0%	116.7%	0.0%	-6.3%
Durango	32.9%	0.0%	-80.0%	-3.4%	2.8%	59.6%	-4.1%	0.0%	1.9%	7.8%	0.0%	13.6%	-54.3%	0.0%	12.8%	8.2%	23.5%	42.9%	2.2%	-28.6%	0.0%	-11.4%	-50.0%	-6.7%	-33.3%	-100.0%	-33.3%	0.0%	-66.7%	0.0%	0.8%
Edo. de México	13.3%	-96.6%	-31.1%	1.3%	-14.6%	4.2%	-19.8%	162.5%	-10.5%	-6.9%	-3.1%	-6.5%	16.4%	4.1%	45.1%	2.3%	-7.4%	1.4%	-0.4%	-1.9%	9.1%	-5.0%	60.0%	2.2%	6.1%	5.3%	-6.1%	-9.4%	42.6%	-14.6%	-1.5%
Guanajuato	1.3%	100.0%	-86.2%	12.4%	0.0%	15.2%	-2.6%	33.3%	22.5%	-4.2%	0.0%	-2.4%	46.1%	12.5%	37.3%	19.0%	11.4%	-6.8%	38.5%	-1.7%	-6.4%	-5.0%	-25.0%	-11.8%	-27.5%	-33.3%	-75.0%	-24.0%	157.1%	-57.6%	6.4%
Guerrero	93.9%	100.0%	-66.7%	0.2%	14.3%	2.7%	-10.0%	0.0%	-54.1%	30.9%	100.0%	-32.5%	30.9%	-57.1%	0.0%	14.5%	-36.4%	-7.3%	7.1%	-41.9%	-3.1%	-3.3%	0.0%	40.0%	-19.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Hidalgo	12.6%	0.0%	-80.0%	22.1%	31.8%	78.1%	-5.7%	14.3%	0.0%	11.3%	100.0%	5.9%	45.0%	7.1%	73.3%	4.6%	-2.8%	13.3%	1.9%	-25.8%	11.4%	-1.5%	100.0%	21.1%	41.7%	100.0%	0.0%	0.0%	125.0%	0.0%	8.9%
Jalisco	2.1%	-65.0%	-1.7%	-5.7%	-3.2%	-14.5%	-14.0%	34.9%	-9.5%	1.5%	85.3%	-5.4%	111.9%	15.6%	41.3%	-8.2%	2.3%	3.1%	6.6%	-2.4%	-4.0%	4.2%	0.0%	-13.5%	-5.9%	25.0%	-8.7%	14.3%	-9.2%	-69.4%	-2.1%
Michoacán	-19.9%	100.0%	-87.7%	10.6%	-8.3%	2.8%	-5.6%	33.3%	-11.9%	5.9%	0.0%	-0.6%	-6.3%	80.0%	-1.5%	7.4%	-29.7%	28.0%	7.4%	6.4%	-13.1%	-9.7%	0.0%	-4.2%	-14.5%	-100.0%	0.0%	-58.3%	100.0%	-55.9%	-3.8%
Morelos	23.6%	0.0%	-81.8%	-15.7%	-22.7%	20.3%	4.0%	0.0%	-22.6%	23.1%	100.0%	-10.3%	22.8%	27.3%	42.9%	0.1%	-1.8%	1.0%	149.2%	-26.7%	15.5%	-12.5%	0.0%	83.3%	-9.1%	-66.7%	100.0%	-16.7%	300.0%	-48.0%	2.9%
Nayarit	50.0%	0.0%	-17.9%	6.0%	-21.1%	78.4%	-26.0%	-100.0%	25.3%	18.1%	0.0%	2.4%	-23.1%	-100.0%	60.4%	14.4%	-5.2%	100.0%	25.0%	-36.5%	-1.6%	-10.1%	-66.7%	200.0%	-25.0%	-100.0%	0.0%	0.0%	-75.0%	0.0%	5.6%
Nuevo León	11.9%	40.9%	76.8%	3.7%	-4.3%	16.5%	-8.7%	-18.2%	-7.9%	12.7%	5.4%	-0.9%	128.7%	-5.0%	-35.9%	-7.8%	-46.9%	-3.2%	25.5%	-4.4%	5.6%	-6.4%	-17.6%	10.3%	-13.0%	10.0%	-14.9%	-1.3%	-4.3%	-43.0%	3.1%
Oaxaca	17.9%	0.0%	25.0%	-1.4%	-41.7%	-16.8%	-9.8%	0.0%	10.0%	15.9%	0.0%	3.1%	18.4%	33.3%	4.7%	6.1%	10.5%	27.9%	25.6%	-24.3%	-2.6%	-3.4%	0.0%	5.9%	0.0%	-10.0%	0.0%	-66.7%	38.5%	0.0%	1.5%
Puebla	-15.9%	-87.5%	12.5%	7.4%	-30.1%	6.7%	43.9%	225.0%	5.5%	21.2%	400.0%	-9.1%	7.4%	17.6%	13.2%	42.5%	31.2%	-7.1%	26.9%	-7.7%	-1.7%	0.7%	-25.0%	9.2%	-16.5%	-50.0%	-33.3%	11.6%	14.3%	141.2%	8.8%
Querétaro	24.6%	-66.7%	-81.8%	-7.1%	-5.3%	-10.9%	16.3%	400.0%	-34.7%	16.1%	100.0%	-5.8%	-17.4%	-12.0%	67.5%	1.3%	-10.7%	-12.1%	-20.1%	-9.0%	-5.7%	-9.5%	0.0%	9.3%	-3.7%	200.0%	-14.3%	-2.6%	-41.7%	-82.4%	-6.1%
Quintana Roo	32.0%	-82.8%	66.7%	113.0%	-6.7%	13.0%	-38.0%	0.0%	14.6%	-42.4%	0.0%	-13.5%	-48.1%	0.0%	6.0%	6.7%	-12.7%	0.0%	-37.4%	-22.3%	48.0%	-19.5%	0.0%	46.7%	-23.8%	-33.3%	-62.5%	-33.3%	0.0%	25.0%	2.7%
San Luis Potosí	-7.3%	-93.8%	0.0%	14.9%	-11.4%	-0.9%	27.8%	-62.5%	-3.8%	29.3%	0.0%	-9.1%	43.5%	70.0%	-5.4%	-41.0%	-16.9%	12.4%	20.7%	-31.5%	-3.6%	2.8%	0.0%	10.0%	13.5%	-50.0%	-50.0%	0.0%	-30.0%	10.0%	-8.1%
Sinaloa	35.7%	100.0%	-87.0%	20.1%	-79.2%	25.0%	16.2%	60.0%	-50.0%	43.2%	-33.3%	-25.8%	-1.2%	-37.5%	30.7%	-7.0%	51.9%	43.3%	21.8%	0.0%	3.9%	1.2%	50.0%	0.0%	65.4%	300.0%	-16.7%	0.0%	-50.0%	-6.1%	5.9%
Sonora	18.8%	-7.7%	-62.5%	-3.1%	-14.6%	28.5%	-0.4%	-40.0%	42.9%	-6.1%	0.0%	1.2%	-25.0%	200.0%	64.0%	2.0%	-46.5%	-4.0%	-0.9%	-21.7%	-8.9%	-13.3%	-100.0%	266.7%	-10.7%	550.0%	-4.8%	-33.3%	41.2%	0.0%	-0.3%
Tabasco	2.9%	-39.0%	-16.0%	4.1%	58.3%	8.6%	-10.0%	0.0%	46.4%	6.9%	-50.0%	17.9%	-7.1%	0.0%	-16.1%	-5.8%	-3.1%	92.9%	44.1%	-8.4%	5.6%	-13.0%	0.0%	216.7%	-54.5%	0.0%	20.0%	-50.0%	0.0%	0.2%	
Tamaulipas	27.2%	0.0%	100.0%	4.1%	18.9%	-6.4%	-20.7%	0.0%	-13.4%	10.6%	133.3%	-9.5%	12.1%	-20.0%	12.8%	5.9%	26.1%	166.7%	-8.8%	1.6%	3.6%	-25.1%	-33.3%	-75.0%	-25.0%	-46.2%	0.0%	0.0%	-50.0%	0.0%	-1.2%
Tlaxcala	24.1%	0.0%	0.0%	23.4%	0.0%	16.3%	4.7%	100.0%	6.1%	6.1%	-100.0%	-5.1%	29.6%	-50.0%	62.5%	23.7%	61.4%	-2.5%	-7.6%	-33.3%	3.1%	-10.8%	0.0%	-88.9%	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%
Veracruz	12.5%	100.0%	-35.3%	11.1%	41.3%	16.0%	1.5%	-55.6%	4.8%	25.1%	1000.0%	14.0%	6.9%	-43.5%	19.1%	28.5%	12.4%	7.4%	-6.7%	-17.4%	1.4%	-12.4%	-100.0%	11.1%	-17.3%	700.0%	-33.3%	33.3%	12.5%	-29.6%	7.0%
Yucatán	91.3%	0.0%	-19.3%	5.2%	-23.7%	6.0%	-5.4%	-50.0%	-8.1%	-26.2%	-16.7%	17.8%	20.3%	-29.4%	34.6%	6.3%	-11.9%	13.5%	12.6%	-8.1%	-2.6%	-2.4%	-100.0%	71.4%	11.4%	25.0%	-9.1%	-4.8%	-5.6%	-42.9%	-1.0%
Zacatecas	38.9%	-86.7%	160.0%	4.0%	-71.4%	50.0%	0.0%	0.0%	-14.3%	28.5%	-100.0%	-6.4%	27.1%	0.0%	20.8%	29.4%	0.0%	-10.3%	348.2%	-77.8%	-2.4%	5.5%	0.0%	0.0%	266.7%	0.0%	0.0%	200.0%	0.0%	0.0%	97.5%
TOTAL REPÚBLICA	1.6%	-66.3%	-30.7%	3.5%	-9.4%	10.6%	-7.4%	13.7%	-8.0%	4.2%	28.0%	-0.6%	31.6%	-8.1%	12.9%	7.8%	-6.7%	7.2%	14.6%	-10.6%	3.0%	-3.9%	0.0%	9.1%	-8.2%	12.8%	-5.0%	-4.0%	20.4%	-37.1%	0.9%

Fuente: AMDA con información de Urban Science

\*Nota: No incluye información de Bestune, Motornation, Jaguar, Land Rover y Mercedes Benz.

# 4.1 Participación de mercado de la Marca en la ZMVM y Entidades Federativas (Compradores enero-febrero 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	0.004%	3.7%	0.01%	0.3%	13.9%	1.3%	2.6%	2.8%	0.2%	1.0%	7.5%	0.4%	8.8%	4.3%	0.3%	1.5%	0.1%	18.8%	2.2%	2.5%	4.7%	2.9%	8.2%	9.3%	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%	0.4%	11.0%	0.9%	2.6%	2.4%	0.1%	1.4%	6.2%	0.1%	5.9%	0.9%	0.2%	2.0%	0.1%	25.5%	10.7%	1.8%	6.8%	2.0%	5.9%	8.2%	0.0%	0.3%	0.6%	0.1%	0.0%	0.2%	0.1%	0.1%	100.0%
Baja California	0.0%	2.6%	0.0%	0.3%	12.4%	0.0%	9.2%	3.5%	0.0%	0.9%	11.0%	0.1%	6.0%	2.9%	0.2%	2.3%	0.3%	18.2%	1.4%	0.3%	5.0%	2.4%	10.5%	7.3%	0.0%	0.5%	0.9%	0.2%	0.0%	0.0%	0.9%	0.5%	100.0%
Baja California Sur	0.0%	2.7%	0.0%	0.0%	13.9%	0.1%	4.2%	0.4%	0.0%	0.4%	7.3%	0.0%	4.5%	10.0%	0.0%	3.9%	0.0%	22.9%	0.1%	0.3%	6.8%	2.9%	12.0%	4.4%	0.0%	0.5%	0.7%	0.1%	0.1%	0.2%	1.4%	0.2%	100.0%
Campeche	0.3%	2.2%	0.0%	0.8%	12.9%	0.3%	4.3%	5.1%	0.0%	5.9%	7.6%	0.1%	6.4%	4.5%	0.2%	3.1%	0.0%	16.4%	2.8%	1.8%	6.1%	6.6%	6.3%	5.5%	0.0%	0.0%	0.4%	0.1%	0.2%	0.1%	0.1%	0.0%	100.0%
CDMX	0.0%	3.7%	0.0%	0.3%	13.8%	1.2%	2.6%	2.7%	0.3%	1.0%	7.6%	0.5%	9.2%	4.0%	0.1%	1.5%	0.1%	19.4%	1.9%	2.4%	4.5%	2.8%	8.6%	9.1%	0.1%	0.7%	0.6%	0.2%	0.2%	0.2%	0.3%	0.4%	100.0%
Chiapas	0.0%	2.4%	0.0%	0.5%	14.1%	0.6%	2.5%	2.5%	0.1%	1.2%	4.9%	0.0%	4.4%	1.8%	0.1%	2.1%	0.2%	22.7%	2.8%	1.0%	5.9%	2.8%	9.7%	16.4%	0.0%	0.4%	0.5%	0.0%	0.1%	0.0%	0.1%	0.1%	100.0%
Chihuahua	0.0%	12.6%	0.0%	0.6%	13.1%	1.4%	4.4%	3.9%	0.1%	2.5%	5.5%	0.1%	6.2%	2.5%	0.1%	1.9%	0.0%	17.1%	1.8%	0.5%	6.8%	1.1%	7.7%	7.1%	0.2%	0.6%	0.7%	0.2%	0.3%	0.1%	0.5%	0.3%	100.0%
Coahuila	0.0%	5.8%	0.0%	0.5%	16.8%	1.0%	3.6%	3.7%	0.0%	2.4%	7.8%	0.1%	7.6%	2.4%	0.1%	1.7%	0.1%	16.2%	1.9%	0.8%	8.6%	2.4%	7.4%	6.8%	0.0%	0.5%	0.8%	0.1%	0.2%	0.3%	0.1%	0.3%	100.0%
Colima	0.2%	2.5%	0.0%	1.5%	7.9%	1.8%	2.2%	3.6%	0.2%	2.4%	7.3%	0.1%	12.5%	5.2%	0.0%	3.6%	0.0%	17.8%	4.7%	0.6%	5.5%	2.8%	10.8%	5.2%	0.1%	0.1%	0.4%	0.1%	0.2%	0.2%	0.7%	0.3%	100.0%
Durango	0.0%	4.8%	0.0%	0.1%	13.2%	1.9%	4.3%	4.8%	0.0%	2.8%	5.7%	0.0%	7.3%	0.8%	0.1%	2.7%	0.6%	18.4%	2.2%	0.5%	11.8%	1.0%	10.4%	5.2%	0.1%	0.7%	0.3%	0.0%	0.1%	0.1%	0.1%	0.1%	100.0%
Edo. de México	0.0%	3.6%	0.0%	0.3%	14.1%	1.2%	2.4%	2.8%	0.1%	1.0%	6.8%	0.2%	7.4%	4.2%	0.6%	1.4%	0.1%	19.1%	2.3%	2.6%	5.0%	2.9%	7.2%	11.2%	0.1%	0.5%	2.0%	0.1%	0.1%	0.2%	0.2%	0.4%	100.0%
Guanajuato	0.0%	2.4%	0.0%	0.0%	16.1%	0.6%	2.4%	2.6%	0.2%	1.2%	7.7%	0.1%	6.4%	5.0%	0.3%	1.8%	0.0%	19.2%	2.2%	1.5%	7.2%	3.4%	7.4%	9.8%	0.1%	0.4%	0.7%	0.1%	0.0%	0.2%	0.5%	0.2%	100.0%
Guerrero	0.0%	2.1%	0.0%	0.0%	14.2%	0.3%	3.8%	2.1%	0.0%	0.9%	6.1%	0.1%	5.3%	3.0%	0.1%	0.6%	0.0%	28.5%	1.4%	2.5%	7.1%	0.8%	8.3%	10.9%	0.0%	0.7%	0.8%	0.0%	0.0%	0.1%	0.1%	0.1%	100.0%
Hidalgo	0.1%	2.6%	0.0%	0.1%	15.1%	0.8%	3.0%	2.2%	0.2%	1.8%	5.7%	0.1%	9.9%	2.3%	0.4%	2.0%	0.2%	18.6%	1.8%	2.2%	5.6%	1.9%	10.3%	10.5%	0.1%	0.6%	1.3%	0.1%	0.1%	0.1%	0.5%	0.0%	100.0%
Jalisco	0.1%	4.5%	0.1%	1.0%	10.5%	1.4%	2.7%	3.3%	0.3%	1.5%	7.5%	0.4%	8.6%	5.3%	0.2%	3.3%	0.0%	16.6%	1.5%	1.3%	6.1%	3.0%	10.1%	7.7%	0.1%	0.5%	1.3%	0.1%	0.1%	0.5%	0.4%	0.3%	100.0%
Michoacán	0.1%	3.1%	0.0%	0.1%	12.3%	0.7%	3.7%	3.3%	0.2%	1.0%	4.6%	0.1%	9.3%	2.4%	0.4%	2.6%	0.2%	21.2%	1.6%	2.1%	9.5%	2.3%	7.0%	10.2%	0.0%	0.5%	0.9%	0.0%	0.1%	0.1%	0.2%	0.3%	100.0%
Morelos	0.0%	2.0%	0.0%	0.1%	14.2%	1.0%	2.3%	1.5%	0.0%	0.7%	6.8%	0.2%	7.0%	2.1%	0.4%	1.5%	0.3%	19.9%	1.6%	3.0%	9.7%	1.3%	7.6%	13.4%	0.1%	0.7%	1.8%	0.0%	0.1%	0.1%	0.1%	0.4%	100.0%
Nayarit	0.5%	2.9%	0.0%	1.2%	10.8%	0.8%	3.4%	3.6%	0.0%	4.8%	9.6%	0.1%	11.0%	3.6%	0.0%	4.3%	0.0%	17.8%	2.8%	0.4%	6.9%	1.7%	9.5%	3.6%	0.1%	0.3%	0.3%	0.0%	0.1%	0.2%	0.1%	0.0%	100.0%
Nuevo León	0.1%	3.5%	0.1%	0.6%	12.8%	1.4%	4.7%	3.0%	0.2%	1.0%	9.7%	0.4%	7.7%	8.1%	0.2%	1.2%	0.1%	16.2%	1.1%	0.7%	7.0%	2.4%	9.3%	5.5%	0.1%	0.9%	0.8%	0.1%	0.2%	0.4%	0.2%	0.3%	100.0%
Oaxaca	0.0%	2.2%	0.0%	0.1%	12.6%	0.8%	2.2%	3.5%	0.0%	4.1%	6.7%	0.0%	4.4%	2.7%	0.2%	2.0%	0.0%	27.1%	2.1%	1.9%	6.0%	2.3%	9.1%	8.2%	0.0%	0.4%	0.7%	0.0%	0.0%	0.0%	0.4%	0.2%	100.0%
Puebla	0.0%	1.7%	0.0%	0.5%	11.3%	0.5%	1.7%	2.9%	0.1%	2.4%	5.7%	0.0%	3.6%	3.4%	0.3%	1.2%	0.1%	18.8%	3.7%	2.6%	5.5%	1.5%	8.0%	21.3%	0.0%	1.4%	0.8%	0.0%	0.1%	0.4%	0.2%	0.3%	100.0%
Querétaro	0.0%	2.8%	0.1%	0.1%	10.7%	1.3%	2.8%	4.5%	0.1%	0.9%	12.3%	0.1%	8.8%	2.2%	0.4%	1.2%	0.1%	17.0%	2.0%	1.5%	4.8%	3.1%	7.9%	11.2%	0.0%	0.9%	1.9%	0.1%	0.1%	0.7%	0.3%	0.2%	100.0%
Quintana Roo	0.2%	2.1%	0.1%	0.4%	27.0%	0.7%	2.4%	3.2%	0.1%	1.6%	7.7%	0.0%	3.8%	2.2%	0.2%	3.7%	0.3%	19.9%	1.1%	1.2%	3.3%	4.1%	6.7%	6.4%	0.0%	0.4%	0.5%	0.1%	0.0%	0.2%	0.1%	0.2%	100.0%
San Luis Potosí	0.1%	1.9%	0.0%	0.3%	14.1%	0.7%	2.4%	2.9%	0.1%	1.1%	15.7%	0.0%	5.1%	3.7%	0.4%	0.7%	0.0%	18.5%	1.4%	2.1%	5.5%	1.9%	8.4%	10.9%	0.0%	0.5%	1.2%	0.0%	0.0%	0.1%	0.1%	0.2%	100.0%
Sinaloa	0.4%	3.4%	0.0%	0.2%	12.8%	0.1%	3.2%	4.3%	0.4%	0.8%	10.4%	0.1%	5.8%	2.0%	0.1%	3.3%	0.0%	13.4%	3.0%	1.1%	8.1%	2.4%	14.0%	8.3%	0.1%	0.3%	1.1%	0.1%	0.1%	0.1%	0.8%	100.0%	
Sonora	0.0%	5.7%	0.3%	0.1%	13.3%	0.9%	4.4%	5.9%	0.1%	1.8%	6.6%	0.1%	5.7%	0.4%	0.1%	3.2%	0.0%	22.2%	0.5%	0.5%	7.7%	1.6%	10.2%	6.2%	0.0%	0.5%	0.6%	0.3%	0.5%	0.0%	0.5%	0.1%	100.0%
Tabasco	0.2%	2.9%	0.7%	0.6%	19.0%	1.6%	1.7%	4.2%	0.1%	2.8%	6.3%	0.0%	6.5%	2.9%	0.2%	2.9%	0.2%	17.5%	2.6%	1.5%	5.7%	3.6%	5.1%	10.0%	0.0%	0.5%	0.3%	0.0%	0.2%	0.1%	0.1%	0.2%	100.0%
Tamaulipas	0.0%	3.8%	0.0%	0.1%	16.3%	0.8%	5.0%	2.4%	0.1%	2.5%	9.3%	0.1%	6.2%	3.0%	0.1%	2.3%	0.6%	20.3%	3.6%	0.5%	5.7%	2.2%	8.9%	5.6%	0.0%	0.1%	0.5%	0.1%	0.0%	0.1%	0.0%	0.0%	100.0%
Tlaxcala	0.0%	1.8%	0.0%	0.5%	13.5%	0.5%	2.9%	3.4%	0.1%	1.8%	7.1%	0.0%	5.7%	6.5%	0.1%	1.3%	0.0%	18.9%	3.6%	4.0%	6.8%	2.0%	6.9%	11.4%	0.1%	0.1%	0.6%	0.1%	0.2%	0.1%	0.1%	0.2%	100.0%
Veracruz	0.0%	2.2%	0.0%	0.2%	15.3%	0.6%	3.3%	3.0%	0.0%	3.1%	6.8%	0.1%	6.8%	2.6%	0.1%	2.4%	0.1%	23.3%	2.0%	1.9%	5.6%	2.6%	7.4%	9.0%	0.0%	0.3%	0.6%	0.1%	0.1%	0.1%	0.2%	0.2%	100.0%
Yucatán	0.2%	4.3%	0.0%	0.8%	12.3%	1.0%	2.8%	6.3%	0.1%	1.6%	9.1%	0.1%	8.5%	5.4%	0.2%	3.1%	0.1%	14.0%	1.9%	1.1%	5.8%	7.1%	5.3%	6.5%	0.0%	0.6%	0.7%	0.1%	0.2%	0.4%	0.3%	0.3%	100.0%
Zacatecas	0.0%	1.3%	0.1%	0.3%	3.4%	0.1%	2.3%	1.6%	0.0%	1.1%	4.8%	0.0%	2.7%	3.2%	0.0%	0.8%	0.0%	9.7%	0.7%	0.9%	58.4%	0.2%	4.2%	4.0%	0.0%	0.1%	0.3%	0.0%	0.1%	0.0%	0.1%	0.0%	100.0%
TOTAL REPÚBLICA	0.05%	3.5%	0.04%	0.4%	13.5%	1.0%	3.1%	3.1%	0.1%	1.6%	7.6%	0.2%	7.1%	3.9%	0.2%	1.9%	0.1%	18.8%	2.1%	1.7%	6.8%	2.6%	8.3%	9.2%	0.1%	0.6%	0.9%	0.09%	0.1%	0.2%	0.3%	0.3%	100.0%

Fuente: AMDA con información de Urban Science  
 Nota: No incluye información de Jaguar, Land Rover, y Mercedes-Benz.  
 Jetour dejó de reportar información a Urban Science desde febrero de 2025; Chirey y Omoda, desde marzo del mismo año.

# 4.2 Participación de mercado de la Marca en la ZMVM y Entidades Federativas (Compradores enero-febrero 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
<b>ZMVM</b>	<b>1.8%</b>	<b>25.5%</b>	<b>3.1%</b>	<b>16.6%</b>	<b>24.4%</b>	<b>31.0%</b>	<b>20.1%</b>	<b>21.3%</b>	<b>34.0%</b>	<b>15.5%</b>	<b>23.4%</b>	<b>47.8%</b>	<b>29.3%</b>	<b>25.9%</b>	<b>29.4%</b>	<b>17.9%</b>	<b>15.3%</b>	<b>23.9%</b>	<b>24.5%</b>	<b>36.1%</b>	<b>16.4%</b>	<b>26.4%</b>	<b>23.5%</b>	<b>24.0%</b>	<b>34.3%</b>	<b>25.8%</b>	<b>27.8%</b>	<b>32.1%</b>	<b>34.3%</b>	<b>25.5%</b>	<b>25.3%</b>	<b>32.5%</b>	<b>23.8%</b>
Aguascalientes	0.0%	1.6%	0.0%	1.5%	1.3%	1.5%	1.3%	1.2%	0.6%	1.4%	1.3%	1.1%	1.3%	0.4%	1.3%	1.6%	1.2%	2.2%	8.1%	1.8%	1.6%	1.2%	1.1%	1.4%	0.0%	0.8%	1.1%	1.8%	0.0%	1.5%	0.7%	0.7%	1.6%
Baja California	0.0%	1.5%	0.0%	1.7%	1.8%	0.1%	6.0%	2.3%	0.0%	1.2%	2.9%	1.1%	1.7%	1.5%	1.7%	2.3%	5.2%	2.0%	1.3%	0.4%	1.5%	1.8%	2.6%	1.6%	0.0%	1.6%	1.9%	4.5%	0.7%	0.0%	6.6%	3.9%	2.0%
Baja California Sur	0.0%	0.5%	0.0%	0.0%	0.7%	0.0%	0.9%	0.1%	0.0%	0.2%	0.7%	0.0%	0.4%	1.7%	0.0%	1.4%	0.0%	0.8%	0.0%	0.1%	0.7%	1.0%	0.3%	0.0%	0.6%	0.6%	0.5%	0.7%	0.7%	3.4%	0.4%	0.7%	
Campeche	4.4%	0.4%	0.0%	1.4%	0.7%	0.3%	1.0%	1.2%	0.0%	2.7%	0.7%	0.2%	0.6%	0.8%	0.6%	1.2%	0.0%	0.6%	1.0%	0.8%	0.6%	1.8%	0.5%	0.4%	0.0%	0.0%	0.3%	0.5%	1.3%	0.4%	0.1%	0.0%	0.7%
CDMX	0.0%	16.8%	2.0%	11.5%	15.8%	19.7%	13.2%	13.4%	29.5%	9.6%	15.5%	36.6%	20.1%	15.7%	6.6%	12.0%	9.6%	16.0%	13.9%	22.0%	10.3%	16.8%	16.1%	15.4%	23.1%	18.0%	9.4%	26.7%	24.8%	16.3%	18.7%	22.4%	15.5%
Chiapas	0.0%	1.7%	0.0%	3.1%	2.5%	1.5%	2.0%	1.9%	2.4%	1.9%	1.6%	0.0%	1.5%	1.1%	1.5%	2.6%	4.0%	2.9%	3.2%	1.4%	2.1%	2.6%	2.9%	4.3%	0.0%	1.6%	1.4%	0.0%	1.3%	0.4%	0.4%	1.2%	2.4%
Chihuahua	0.9%	8.7%	0.0%	3.5%	2.3%	3.3%	3.4%	3.0%	2.1%	3.9%	1.7%	1.1%	2.1%	1.5%	1.1%	2.3%	0.0%	2.2%	2.0%	0.8%	2.4%	1.0%	2.2%	1.8%	6.7%	2.5%	1.8%	5.9%	5.6%	1.1%	4.6%	2.4%	2.4%
Coahuila	0.0%	4.5%	0.0%	3.2%	3.3%	2.8%	3.1%	3.2%	0.9%	4.1%	2.7%	1.5%	2.8%	1.6%	1.3%	2.3%	3.2%	2.3%	2.5%	1.2%	3.4%	2.4%	2.4%	2.0%	1.5%	2.4%	2.5%	1.8%	3.6%	4.0%	0.6%	2.7%	2.7%
Colima	3.5%	0.6%	0.0%	3.2%	0.5%	1.5%	0.6%	0.9%	0.9%	1.3%	0.8%	0.2%	1.4%	1.1%	0.0%	1.5%	0.0%	0.8%	1.8%	0.3%	0.7%	0.9%	1.1%	0.5%	0.7%	0.1%	0.4%	0.5%	1.0%	0.6%	1.9%	0.7%	0.8%
Durango	0.0%	1.1%	0.0%	0.2%	0.8%	1.6%	1.1%	1.3%	0.0%	1.5%	0.6%	0.0%	0.8%	0.2%	0.2%	1.1%	4.8%	0.8%	0.8%	0.3%	1.4%	0.3%	1.0%	0.5%	0.7%	1.0%	0.3%	0.0%	0.7%	0.4%	0.1%	0.1%	0.8%
Edo. de México	6.2%	11.8%	1.0%	7.9%	11.8%	14.0%	8.7%	10.3%	6.3%	7.3%	10.1%	13.4%	11.9%	12.3%	29.0%	8.0%	8.8%	11.5%	12.2%	18.1%	8.3%	12.5%	9.9%	13.8%	11.9%	10.3%	24.9%	9.0%	10.1%	10.6%	9.9%	15.7%	11.4%
Guanajuato	2.7%	2.9%	0.0%	0.4%	5.0%	2.8%	3.3%	3.5%	4.8%	3.4%	4.2%	1.5%	3.8%	5.4%	5.1%	4.0%	2.0%	4.3%	4.4%	3.8%	4.5%	5.4%	3.8%	4.5%	6.7%	3.3%	3.0%	2.7%	0.7%	3.5%	8.0%	3.7%	4.2%
Guerrero	0.0%	0.8%	0.0%	0.1%	1.3%	0.3%	1.5%	0.8%	0.0%	0.8%	1.0%	0.4%	0.9%	1.0%	0.6%	0.4%	0.0%	1.9%	0.8%	1.9%	1.3%	0.4%	1.2%	1.5%	0.0%	1.5%	1.2%	0.5%	0.3%	0.6%	0.3%	0.3%	1.2%
Hidalgo	2.7%	1.2%	0.0%	0.5%	1.8%	1.2%	1.5%	1.1%	2.4%	1.8%	1.2%	0.4%	2.2%	0.9%	2.8%	1.7%	2.8%	1.6%	1.4%	2.1%	1.3%	1.1%	2.0%	1.8%	3.0%	1.7%	2.3%	0.9%	1.6%	0.7%	2.7%	0.1%	1.6%
Jalisco	10.6%	9.5%	14.3%	18.3%	5.7%	10.2%	6.4%	7.9%	17.5%	6.9%	7.3%	13.6%	8.9%	9.9%	7.0%	12.5%	2.0%	6.5%	5.3%	5.8%	6.6%	8.3%	9.0%	6.1%	11.2%	6.6%	10.3%	9.0%	6.9%	14.7%	11.6%	7.2%	7.4%
Michoacán	3.5%	1.9%	0.0%	0.8%	1.9%	1.4%	2.5%	2.2%	2.4%	1.4%	1.3%	0.9%	2.7%	1.3%	3.4%	2.8%	3.2%	2.4%	1.5%	2.6%	2.9%	1.9%	1.8%	2.3%	1.5%	1.7%	2.2%	0.0%	2.3%	0.9%	1.8%	2.2%	2.1%
Morelos	0.0%	0.8%	0.0%	0.2%	1.5%	1.5%	1.0%	0.7%	0.0%	0.6%	1.3%	1.7%	1.4%	0.7%	2.6%	1.1%	3.6%	1.5%	1.1%	2.5%	2.0%	0.7%	1.3%	2.0%	1.5%	1.6%	2.8%	0.5%	1.3%	0.9%	0.6%	1.9%	1.4%
Nayarit	8.0%	0.7%	0.0%	2.5%	0.7%	0.6%	0.9%	0.9%	0.0%	2.5%	1.0%	0.2%	1.3%	0.7%	0.0%	1.8%	0.0%	0.8%	1.1%	0.2%	0.8%	0.5%	0.9%	0.3%	0.7%	0.4%	0.3%	0.0%	0.3%	0.6%	0.1%	0.0%	0.8%
Nuevo León	10.6%	9.1%	31.6%	13.2%	8.5%	13.2%	13.6%	8.7%	10.8%	5.9%	11.4%	16.9%	9.7%	18.6%	7.2%	5.5%	11.6%	7.7%	4.6%	3.8%	9.3%	8.3%	10.1%	5.4%	20.9%	14.8%	7.7%	10.0%	13.1%	14.5%	6.6%	8.5%	9.0%
Oaxaca	0.0%	1.2%	0.0%	0.5%	1.8%	1.5%	1.3%	2.1%	0.0%	5.0%	1.7%	0.0%	1.2%	1.3%	1.5%	1.9%	0.0%	2.7%	1.9%	2.2%	1.7%	1.7%	2.1%	1.7%	0.0%	1.3%	1.5%	0.0%	0.0%	0.2%	2.7%	1.5%	1.9%
Puebla	5.3%	2.4%	2.0%	6.8%	4.2%	2.8%	2.8%	4.6%	3.9%	7.7%	3.8%	1.1%	2.5%	4.3%	7.5%	3.1%	3.2%	5.0%	8.8%	7.9%	4.0%	2.9%	4.8%	11.6%	2.2%	12.1%	4.4%	2.3%	2.6%	8.8%	3.5%	6.1%	5.0%
Querétaro	0.9%	1.9%	3.1%	0.9%	1.8%	3.0%	2.1%	3.3%	1.5%	1.3%	3.7%	1.3%	2.8%	1.3%	4.1%	1.4%	2.8%	2.1%	2.2%	2.0%	1.6%	2.7%	2.2%	2.8%	0.0%	3.4%	4.7%	2.7%	2.0%	7.0%	2.1%	1.8%	2.3%
Quintana Roo	9.7%	1.5%	5.1%	2.7%	5.2%	1.8%	2.0%	2.7%	1.2%	2.7%	2.6%	0.2%	1.4%	1.5%	2.6%	5.0%	6.8%	2.7%	1.4%	1.9%	1.3%	4.0%	2.1%	1.8%	1.5%	1.6%	1.5%	1.8%	1.0%	2.6%	0.6%	2.2%	2.6%
San Luis Potosí	2.7%	1.1%	1.0%	1.5%	2.1%	1.3%	1.5%	1.8%	0.9%	1.4%	4.1%	0.0%	1.4%	1.9%	3.2%	0.8%	0.8%	2.0%	1.4%	2.5%	1.6%	1.4%	2.0%	2.3%	1.5%	1.6%	2.7%	0.9%	0.3%	0.9%	1.0%	1.6%	2.0%
Sinaloa	14.2%	1.6%	0.0%	0.6%	1.6%	0.2%	1.7%	2.3%	4.8%	0.8%	2.3%	0.4%	1.4%	0.9%	0.9%	2.8%	0.0%	1.2%	2.3%	1.1%	2.0%	1.5%	2.8%	1.5%	2.2%	0.9%	2.0%	1.8%	1.6%	0.6%	0.3%	4.6%	1.7%
Sonora	0.0%	3.1%	12.2%	0.6%	1.8%	1.8%	2.6%	3.5%	0.9%	2.1%	1.6%	0.9%	1.5%	0.2%	1.1%	3.0%	0.0%	2.2%	0.5%	0.6%	2.1%	1.1%	2.3%	1.2%	0.0%	1.6%	1.2%	5.9%	6.5%	0.4%	3.5%	0.6%	1.8%
Tabasco	5.3%	1.3%	25.5%	2.3%	2.1%	2.4%	0.8%	2.0%	0.9%	2.7%	1.3%	0.2%	1.4%	1.1%	1.1%	2.2%	3.2%	1.4%	1.8%	1.4%	1.3%	2.1%	0.9%	1.6%	0.0%	1.4%	0.5%	0.5%	2.0%	0.4%	0.3%	1.2%	1.5%
Tamaulipas	0.0%	2.7%	0.0%	0.9%	2.9%	1.9%	3.9%	1.9%	1.2%	4.0%	3.0%	1.5%	2.1%	1.9%	0.8%	2.8%	14.5%	2.6%	4.1%	0.8%	2.0%	2.0%	2.6%	1.5%	1.5%	0.4%	1.4%	3.2%	0.3%	0.6%	0.1%	0.1%	2.4%
Tlaxcala	0.0%	0.4%	0.0%	1.0%	0.8%	0.4%	0.8%	0.9%	0.6%	0.9%	0.8%	0.0%	0.7%	1.4%	0.2%	0.6%	0.0%	0.8%	1.4%	2.0%	0.8%	0.6%	0.7%	1.0%	0.7%	0.1%	0.5%	0.5%	1.0%	0.4%	0.1%	0.4%	0.8%
Veracruz	0.9%	3.1%	0.0%	2.4%	5.4%	2.8%	5.1%	4.6%	1.2%	9.4%	4.3%	2.4%	4.6%	3.2%	2.4%	5.9%	5.2%	5.9%	4.5%	5.5%	3.9%	4.7%	4.3%	4.7%	0.0%	2.2%	3.1%	3.6%	2.6%	2.2%	4.0%	2.8%	4.8%
Yucatán	8.0%	2.9%	0.0%	5.0%	2.1%	2.5%	2.1%	4.7%	2.1%	2.4%	2.8%	1.1%	2.8%	3.2%	2.3%	3.7%	1.2%	1.7%	2.1%	1.5%	2.0%	6.3%	1.5%	1.6%	0.0%	2.6%	1.8%	2.3%	3.3%	3.7%	2.5%	2.4%	2.3%
Zacatecas	0.0%	0.6%	2.0%	1.4%	0.4%	0.1%	1.2%	0.8%	0.0%	1.1%	1.0%	0.0%	0.6%	1.3%	0.2%	0.6%	0.0%	0.8%	0.5%	0.9%	13.9%	0.1%	0.8%	0.7%	0.0%	0.2%	0.5%	0.0%	0.7%	0.2%	0.4%	0.1%	1.6%
<b>TOTAL REPÚBLICA</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Fuente: AMDA con información de Urban Science

Nota: No incluye información de Jaguar, Land Rover, y Mercedes-Benz.

Jetour dejó de reportar información a Urban Science desde febrero de 2025; Chirey y Omoda, desde marzo del mismo año.

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

### Focos rojos enero-febrero 2026

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

Durante enero-febrero 2026, Suzuki presenta el mayor número de focos rojos (13) en la ZMVM. Cabe destacar que, al mes de febrero, Gac, Isuzu y Acura 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-febrero 2026 vs 2025) [1/5]



	FORD			FOTON			GAC			GENERAL MOTORS			GWM			HONDA			
	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	
Ciudad de México	ÁLVARO OBREGÓN	1,366	149	-89.1%	0	0	0.0%	13	4	-69.2%	385	325	-15.6%	38	43	13.2%	54	55	1.9%
	AZCAPOTZALCO	130	55	-57.7%	0	0	0.0%	5	7	40.0%	309	230	-25.6%	29	22	-24.1%	53	56	5.7%
	BENITO JUÁREZ	109	125	14.7%	0	0	0.0%	13	10	-23.1%	417	384	-7.9%	42	39	-7.1%	82	103	25.6%
	COYOACÁN	88	95	8.0%	0	0	0.0%	11	10	-9.1%	217	260	19.8%	29	33	13.8%	79	82	3.8%
	CUAJIMALPA DE MORELOS	40	41	2.5%	30	2	-93.3%	6	2	-66.7%	165	116	-29.7%	87	15	-82.8%	20	32	60.0%
	CUAUHTÉMOC	168	246	46.4%	0	0	0.0%	26	10	-61.5%	597	841	40.9%	77	61	-20.8%	148	119	-19.6%
	GUSTAVO A. MADERO	51	52	2.0%	0	0	0.0%	19	9	-52.6%	294	405	37.8%	43	61	41.9%	82	107	30.5%
	IZTACALCO	20	18	-10.0%	0	0	0.0%	9	6	-33.3%	164	227	38.4%	14	20	42.9%	27	39	44.4%
	IZTAPALAPA	94	70	-25.5%	0	0	0.0%	8	14	75.0%	565	667	18.1%	33	41	24.2%	80	85	6.3%
	LA MAGDALENA CONTRERAS	17	18	5.9%	0	0	0.0%	2	3	50.0%	78	81	3.8%	10	6	-40.0%	19	22	15.8%
	MIGUEL HIDALGO	286	403	40.9%	0	0	0.0%	135	15	-88.9%	2,133	876	-58.9%	93	61	-34.4%	113	125	10.6%
	MILPA ALTA	4	3	-25.0%	0	0	0.0%	0	1	0.0%	23	38	65.2%	4	1	-75.0%	3	7	133.3%
	TLÁHUAC	12	11	-8.3%	0	0	0.0%	3	3	0.0%	96	109	13.5%	1	5	400.0%	12	17	41.7%
	TLALPAN	37	43	16.2%	0	0	0.0%	9	4	-55.6%	223	250	12.1%	32	18	-43.8%	55	71	29.1%
VENUSTIANO CARRANZA	28	38	35.7%	0	0	0.0%	4	4	0.0%	105	171	62.9%	18	22	22.2%	25	27	8.0%	
XOCHIMILCO	16	17	6.3%	0	0	0.0%	4	4	0.0%	84	130	54.8%	10	13	30.0%	16	32	100.0%	
Edo. de México	ATIZAPÁN DE ZARAGOZA	49	32	-34.7%	0	0	0.0%	9	6	-33.3%	198	179	-9.6%	25	20	-20.0%	31	29	-6.5%
	CHALCO	8	5	-37.5%	0	0	0.0%	0	0	0.0%	77	80	3.9%	1	3	200.0%	3	7	133.3%
	CHIMALHUACÁN	3	7	133.3%	0	0	0.0%	0	1	0.0%	44	29	-34.1%	3	7	133.3%	5	12	140.0%
	COACALCO DE BERRIOZÁBAL	23	14	-39.1%	0	0	0.0%	0	0	0.0%	58	72	24.1%	11	10	-9.1%	8	12	50.0%
	CUAUTILÁN	2	6	200.0%	0	0	0.0%	0	0	0.0%	47	68	44.7%	1	0	0.0%	6	8	33.3%
	CUAUTILÁN IZCALLI	51	96	88.2%	0	0	0.0%	6	6	0.0%	255	256	0.4%	21	13	-38.1%	46	48	4.3%
	ECATEPEC DE MORELOS	22	33	50.0%	0	0	0.0%	9	4	-55.6%	318	293	-7.9%	21	37	76.2%	46	70	52.2%
	HUIXQUILUCAN	117	114	-2.6%	0	0	0.0%	6	4	-33.3%	352	258	-26.7%	60	42	-30.0%	86	68	-20.9%
	IXTAPALUCA	16	9	-43.8%	0	0	0.0%	1	1	0.0%	113	131	15.9%	6	4	-33.3%	4	5	25.0%
	LA PAZ	8	6	-25.0%	0	0	0.0%	0	1	0.0%	22	20	-9.1%	3	4	33.3%	4	5	25.0%
	NAUCALPAN DE JUÁREZ	152	180	18.4%	0	0	0.0%	19	10	-47.4%	229	275	20.1%	32	26	-18.8%	97	82	-15.5%
	NEZAHUALCÓYOTL	31	28	-9.7%	0	0	0.0%	5	5	0.0%	299	240	-19.7%	7	29	314.3%	32	36	12.5%
	NICOLÁS ROMERO	6	15	150.0%	0	0	0.0%	3	0	-100.0%	61	76	24.6%	1	4	300.0%	5	14	180.0%
	TECÁMAC	12	12	0.0%	0	0	0.0%	4	1	-75.0%	103	116	12.6%	8	4	-50.0%	18	13	-27.8%
	TEXCOCO	12	12	0.0%	0	0	0.0%	0	0	0.0%	139	170	22.3%	11	6	-45.5%	11	17	54.5%
	TLALNEPANTLA DE BAZ	90	81	-10.0%	4	1	-75.0%	18	5	-72.2%	225	276	22.7%	31	35	12.9%	45	46	2.2%
	TULTEPEC	2	10	400.0%	0	0	0.0%	1	1	0.0%	34	42	23.5%	3	2	-33.3%	5	4	-20.0%
	TULTILÁN	13	13	0.0%	0	0	0.0%	3	2	-33.3%	115	106	-7.8%	10	12	20.0%	14	20	42.9%
	VALLE DE CHALCO SOLIDARIDAD	3	4	33.3%	0	0	0.0%	0	0	0.0%	29	27	-6.9%	2	2	0.0%	3	5	66.7%
ZUMPANGO	4	45	1025.0%	0	0	0.0%	0	0	0.0%	50	48	-4.0%	0	0	0.0%	6	4	-33.3%	
Hidalgo	TIZAYUCA	4	1	-75.0%	0	0	0.0%	4	0	-100.0%	13	31	138.5%	2	4	100.0%	1	6	500.0%
<b>TOTAL ZMVM</b>		<b>3,094</b>	<b>2,107</b>	<b>-31.9%</b>	<b>34</b>	<b>3</b>	<b>-91.2%</b>	<b>355</b>	<b>153</b>	<b>-56.9%</b>	<b>8,636</b>	<b>7,903</b>	<b>-8.5%</b>	<b>819</b>	<b>725</b>	<b>-11.5%</b>	<b>1,344</b>	<b>1,490</b>	<b>10.9%</b>
<b>TOTAL NACIONAL</b>		<b>8,132</b>	<b>8,260</b>	<b>1.6%</b>	<b>291</b>	<b>98</b>	<b>-66.3%</b>	<b>1,334</b>	<b>924</b>	<b>-30.7%</b>	<b>31,337</b>	<b>32,420</b>	<b>3.5%</b>	<b>2,584</b>	<b>2,341</b>	<b>-9.4%</b>	<b>6,720</b>	<b>7,429</b>	<b>10.6%</b>

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



	HYUNDAI			ISUZU			JAC			KIA			LEXUS			MAZDA			
	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	
Ciudad de México	ÁLVARO OBREGÓN	134	208	55.2%	0	0	0.0%	161	72	-55.3%	176	237	34.7%	20	16	-20.0%	221	254	14.9%
	AZCAPOTZALCO	53	87	64.2%	0	0	0.0%	19	17	-10.5%	343	202	-41.1%	3	4	33.3%	171	158	-7.6%
	BENITO JUÁREZ	85	85	0.0%	0	0	0.0%	26	23	-11.5%	275	248	-9.8%	18	36	100.0%	308	345	12.0%
	COYOACÁN	69	59	-14.5%	0	0	0.0%	27	11	-59.3%	178	205	15.2%	7	13	85.7%	219	253	15.5%
	CUAJIMALPA DE MORELOS	31	24	-22.6%	0	0	0.0%	12	6	-50.0%	135	136	0.7%	15	20	33.3%	568	549	-3.3%
	CUAUHTÉMOC	105	116	10.5%	0	0	0.0%	49	51	4.1%	282	403	42.9%	14	12	-14.3%	314	380	21.0%
	GUSTAVO A. MADERO	40	57	42.5%	4	8	100.0%	35	26	-25.7%	173	209	20.8%	1	2	100.0%	193	190	-1.6%
	IZTACALCO	23	28	21.7%	0	0	0.0%	9	9	0.0%	64	90	40.6%	3	3	0.0%	82	111	35.4%
	IZTAPALAPA	117	98	-16.2%	66	90	36.4%	39	31	-20.5%	170	225	32.4%	5	0	-100.0%	213	273	28.2%
	LA MAGDALENA CONTRERAS	16	18	12.5%	0	0	0.0%	6	5	-16.7%	29	46	58.6%	1	5	400.0%	55	64	16.4%
	MIGUEL HIDALGO	193	121	-37.3%	0	0	0.0%	117	69	-41.0%	330	472	43.0%	42	40	-4.8%	405	413	2.0%
	MILPA ALTA	3	3	0.0%	0	0	0.0%	3	3	0.0%	8	9	12.5%	0	1	0.0%	10	18	80.0%
	TLÁHUAC	8	17	112.5%	0	0	0.0%	5	5	0.0%	20	39	95.0%	0	3	0.0%	43	65	51.2%
	TLALPAN	51	49	-3.9%	0	0	0.0%	10	4	-60.0%	137	133	-2.9%	10	11	10.0%	169	176	4.1%
	VENUSTIANO CARRANZA	26	20	-23.1%	0	0	0.0%	17	14	-17.6%	87	99	13.8%	3	3	0.0%	77	84	9.1%
XOCHIMILCO	18	16	-11.1%	0	0	0.0%	13	11	-15.4%	56	75	33.9%	3	0	-100.0%	79	91	15.2%	
Edo. de México	ATIZAPÁN DE ZARAGOZA	44	67	52.3%	0	0	0.0%	15	13	-13.3%	118	108	-8.5%	3	3	0.0%	125	108	-13.6%
	CHALCO	4	4	0.0%	0	0	0.0%	1	3	200.0%	25	24	-4.0%	0	0	0.0%	23	20	-13.0%
	CHIMALHUACÁN	6	8	33.3%	0	0	0.0%	3	5	66.7%	13	30	130.8%	0	1	0.0%	25	16	-36.0%
	COACALCO DE BERRIOZÁBAL	59	60	1.7%	0	0	0.0%	6	4	-33.3%	59	70	18.6%	0	0	0.0%	63	52	-17.5%
	CUAUTILÁN	18	17	-5.6%	0	0	0.0%	2	4	100.0%	41	19	-53.7%	0	0	0.0%	29	22	-24.1%
	CUAUTILÁN IZCALLI	66	43	-34.8%	0	0	0.0%	39	45	15.4%	248	184	-25.8%	6	10	66.7%	147	174	18.4%
	ECATEPEC DE MORELOS	230	94	-59.1%	0	0	0.0%	22	27	22.7%	154	166	7.8%	3	1	-66.7%	165	139	-15.8%
	HUIXQUILUCAN	84	68	-19.0%	0	0	0.0%	24	20	-16.7%	146	70	-52.1%	20	15	-25.0%	350	284	-18.9%
	IXTAPALUCA	14	10	-28.6%	0	0	0.0%	2	3	50.0%	41	42	2.4%	0	0	0.0%	38	47	23.7%
	LA PAZ	3	6	100.0%	0	0	0.0%	0	1	0.0%	17	18	5.9%	0	0	0.0%	9	7	-22.2%
	NAUCALPAN DE JUÁREZ	63	39	-38.1%	0	0	0.0%	35	38	8.6%	221	203	-8.1%	17	9	-47.1%	246	197	-19.9%
	NEZAHUALCÓYOTL	43	22	-48.8%	0	0	0.0%	13	8	-38.5%	82	100	22.0%	0	1	0.0%	140	103	-26.4%
	NICOLÁS ROMERO	16	9	-43.8%	0	0	0.0%	1	3	200.0%	28	24	-14.3%	0	0	0.0%	28	36	28.6%
	TECÁMAC	25	15	-40.0%	0	0	0.0%	10	8	-20.0%	62	53	-14.5%	0	0	0.0%	57	59	3.5%
	TEXCOCO	2	5	150.0%	0	0	0.0%	2	2	0.0%	52	46	-11.5%	0	1	0.0%	32	19	-40.6%
	TLALNEPANTLA DE BAZ	85	64	-24.7%	1	15	1400.0%	20	18	-10.0%	144	153	6.3%	9	9	0.0%	147	142	-3.4%
	TULTEPEC	8	7	-12.5%	0	0	0.0%	2	2	0.0%	19	26	36.8%	0	0	0.0%	31	20	-35.5%
	TULTILÁN	14	38	171.4%	0	0	0.0%	7	8	14.3%	58	57	-1.7%	0	1	0.0%	51	64	25.5%
VALLE DE CHALCO SOLIDARIDAD	3	9	200.0%	0	0	0.0%	1	1	0.0%	14	19	35.7%	0	0	0.0%	17	21	23.5%	
ZUMPANGO	4	3	-25.0%	0	0	0.0%	1	3	200.0%	10	14	40.0%	0	0	0.0%	15	20	33.3%	
Hidalgo	TIZAYUCA	2	5	150.0%	0	0	0.0%	5	3	-40.0%	16	13	-18.8%	0	1	0.0%	16	16	0.0%
<b>TOTAL ZMVM</b>		<b>1,765</b>	<b>1,599</b>	<b>-9.4%</b>	<b>71</b>	<b>113</b>	<b>59.2%</b>	<b>759</b>	<b>576</b>	<b>-24.1%</b>	<b>4,031</b>	<b>4,267</b>	<b>5.9%</b>	<b>203</b>	<b>221</b>	<b>8.9%</b>	<b>4,881</b>	<b>4,990</b>	<b>2.2%</b>
<b>TOTAL NACIONAL</b>		<b>8,085</b>	<b>7,490</b>	<b>-7.4%</b>	<b>292</b>	<b>332</b>	<b>13.7%</b>	<b>4,050</b>	<b>3,725</b>	<b>-8.0%</b>	<b>17,507</b>	<b>18,234</b>	<b>4.2%</b>	<b>361</b>	<b>462</b>	<b>28.0%</b>	<b>17,131</b>	<b>17,025</b>	<b>-0.6%</b>

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



	MG			MINI			MITSUBISHI MOTORS			NISSAN			RENAULT			SEAT			
	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	
Ciudad de México	ÁLVARO OBREGÓN	59	65	10.2%	6	2	-66.7%	36	19	-47.2%	406	580	42.9%	108	46	-57.4%	72	87	20.8%
	AZCAPOTZALCO	41	67	63.4%	2	0	-100.0%	51	70	37.3%	429	341	-20.5%	46	45	-2.2%	46	55	19.6%
	BENITO JUÁREZ	64	55	-14.1%	17	9	-47.1%	67	38	-43.3%	351	429	22.2%	86	84	-2.3%	63	78	23.8%
	COYOACÁN	64	128	100.0%	8	6	-25.0%	23	92	300.0%	279	352	26.2%	23	40	73.9%	43	60	39.5%
	CUAJIMALPA DE MORELOS	46	63	37.0%	8	2	-75.0%	27	13	-51.9%	455	471	3.5%	15	13	-13.3%	16	20	25.0%
	CUAUHTÉMOC	107	84	-21.5%	10	2	-80.0%	52	68	30.8%	741	838	13.1%	86	93	8.1%	64	88	37.5%
	GUSTAVO A. MADERO	81	72	-11.1%	8	3	-62.5%	15	32	113.3%	395	435	10.1%	65	47	-27.7%	87	94	8.0%
	IZTACALCO	18	30	66.7%	0	0	0.0%	8	13	62.5%	197	180	-8.6%	19	16	-15.8%	31	42	35.5%
	IZTAPALAPA	72	63	-12.5%	5	3	-40.0%	20	37	85.0%	427	530	24.1%	57	51	-10.5%	96	98	2.1%
	LA MAGDALENA CONTRERAS	16	12	-25.0%	6	1	-83.3%	5	5	0.0%	92	97	5.4%	7	10	42.9%	17	13	-23.5%
	MIGUEL HIDALGO	354	729	105.9%	16	5	-68.8%	127	115	-9.4%	1,005	2,134	112.3%	235	156	-33.6%	81	85	4.9%
	MILPA ALTA	3	3	0.0%	1	0	-100.0%	0	3	0.0%	50	48	-4.0%	2	2	0.0%	7	7	0.0%
	TLÁHUAC	13	6	-53.8%	0	0	0.0%	5	11	120.0%	122	122	0.0%	11	8	-27.3%	9	16	77.8%
	TLALPAN	67	34	-49.3%	5	2	-60.0%	16	15	-6.3%	253	254	0.4%	36	27	-25.0%	35	64	82.9%
VENUSTIANO CARRANZA	38	52	36.8%	1	0	-100.0%	7	17	142.9%	191	203	6.3%	45	55	22.2%	35	43	22.9%	
XOCHIMILCO	31	6	-80.6%	0	0	0.0%	3	12	300.0%	132	186	40.9%	12	11	-8.3%	26	24	-7.7%	
Edo. de México	ATIZAPÁN DE ZARAGOZA	48	35	-27.1%	18	23	27.8%	3	16	433.3%	164	146	-11.0%	12	21	75.0%	39	47	20.5%
	CHALCO	11	12	9.1%	2	1	-50.0%	0	3	0.0%	51	84	64.7%	12	11	-8.3%	12	16	33.3%
	CHIMALHUACÁN	15	5	-66.7%	1	0	-100.0%	0	1	0.0%	59	77	30.5%	20	4	-80.0%	10	7	-30.0%
	COACALCO DE BERRIOZÁBAL	9	16	77.8%	1	1	0.0%	2	6	200.0%	67	71	6.0%	9	9	0.0%	18	16	-11.1%
	CUAUTILÁN	3	3	0.0%	0	0	0.0%	0	4	0.0%	38	32	-15.8%	2	2	0.0%	7	7	0.0%
	CUAUTILÁN IZCALLI	100	158	58.0%	8	11	37.5%	19	35	84.2%	253	425	68.0%	39	46	17.9%	41	29	-29.3%
	ECATEPEC DE MORELOS	72	176	144.4%	5	13	160.0%	8	22	175.0%	345	463	34.2%	47	65	38.3%	81	78	-3.7%
	HUIXQUILUCAN	162	48	-70.4%	16	21	31.3%	79	65	-17.7%	617	618	0.2%	169	102	-39.6%	33	63	90.9%
	IXTAPALUCA	24	31	29.2%	1	0	-100.0%	3	3	0.0%	58	78	34.5%	24	34	41.7%	31	28	-9.7%
	LA PAZ	6	7	16.7%	2	1	-50.0%	0	1	0.0%	49	42	-14.3%	12	6	-50.0%	8	11	37.5%
	NAUCALPAN DE JUÁREZ	78	308	294.9%	18	22	22.2%	13	26	100.0%	269	339	26.0%	27	34	25.9%	47	64	36.2%
	NEZAHUALCÓYOTL	55	33	-40.0%	7	5	28.6%	11	11	0.0%	208	244	17.3%	43	32	-25.6%	58	53	-8.6%
	NICOLÁS ROMERO	7	11	57.1%	2	1	-50.0%	1	3	200.0%	70	99	41.4%	3	5	66.7%	15	17	13.3%
	TECÁMAC	28	9	-67.9%	2	1	-50.0%	3	6	100.0%	127	125	-1.6%	6	12	100.0%	21	20	-4.8%
	TEXCOCO	20	27	35.0%	2	2	0.0%	4	3	-25.0%	83	88	6.0%	20	10	-50.0%	8	7	-12.5%
	TLALNEPANTLA DE BAZ	50	51	2.0%	20	13	-35.0%	9	29	222.2%	231	279	20.8%	40	50	25.0%	50	55	10.0%
	TULTEPEC	2	1	-50.0%	0	0	0.0%	1	3	200.0%	29	40	37.9%	10	4	-60.0%	3	8	166.7%
	TULTILÁN	19	12	-36.8%	2	4	100.0%	4	6	50.0%	105	101	-3.8%	13	11	-15.4%	23	21	-8.7%
	VALLE DE CHALCO SOLIDARIDAD	11	10	-9.1%	0	1	0.0%	0	1	0.0%	47	61	29.8%	7	11	57.1%	18	6	-66.7%
ZUMPANGO	2	0	-100.0%	0	0	0.0%	3	25	733.3%	35	63	80.0%	6	58	866.7%	8	3	-62.5%	
Hidalgo	TIZAYUCA	9	3	-66.7%	1	1	0.0%	5	2	-60.0%	61	51	-16.4%	3	5	66.7%	3	6	100.0%
<b>TOTAL ZMVM</b>		<b>1,805</b>	<b>2,425</b>	<b>34.3%</b>	<b>201</b>	<b>156</b>	<b>-22.4%</b>	<b>630</b>	<b>831</b>	<b>31.9%</b>	<b>8,491</b>	<b>10,726</b>	<b>26.3%</b>	<b>1,377</b>	<b>1,236</b>	<b>-10.2%</b>	<b>1,262</b>	<b>1,436</b>	<b>13.8%</b>
<b>TOTAL NACIONAL</b>		<b>7,105</b>	<b>9,352</b>	<b>31.6%</b>	<b>578</b>	<b>531</b>	<b>-8.1%</b>	<b>4,120</b>	<b>4,651</b>	<b>12.9%</b>	<b>41,723</b>	<b>44,959</b>	<b>7.8%</b>	<b>5,416</b>	<b>5,052</b>	<b>-6.7%</b>	<b>3,712</b>	<b>3,980</b>	<b>7.2%</b>

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



		STELLANTIS			SUZUKI			TOYOTA			VOLKSWAGEN			ACURA			AUDI		
		2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%	2025	2026	VAR%
Ciudad de México	ÁLVARO OBREGÓN	257	131	-49.0%	95	75	-21.1%	231	266	15.2%	345	368	6.7%	0	3	0.0%	22	13	-40.9%
	AZCAPOTZALCO	87	54	-37.9%	55	47	-14.5%	150	144	-4.0%	156	148	-5.1%	1	3	200.0%	12	6	-50.0%
	BENITO JUÁREZ	286	139	-51.4%	126	122	-3.2%	308	274	-11.0%	316	330	4.4%	2	3	50.0%	24	35	45.8%
	COYOACÁN	79	88	11.4%	115	98	-14.8%	245	203	-17.1%	177	208	17.5%	5	1	-80.0%	22	12	-45.5%
	CUAJIMALPA DE MORELOS	521	324	-37.8%	44	24	-45.5%	203	187	-7.9%	128	136	6.3%	1	1	0.0%	27	37	37.0%
	CUAUHTÉMOC	207	166	-19.8%	134	129	-3.7%	336	406	20.8%	426	383	-10.1%	4	5	25.0%	20	15	-25.0%
	GUSTAVO A. MADERO	123	143	16.3%	124	115	-7.3%	188	217	15.4%	293	267	-8.9%	0	1	0.0%	7	10	42.9%
	IZTACALCO	-7	45	-742.9%	45	44	-2.2%	82	60	-26.8%	82	90	9.8%	1	1	0.0%	2	4	100.0%
	IZTAPALAPA	111	96	-13.5%	105	110	4.8%	208	190	-8.7%	378	356	-5.8%	2	4	100.0%	10	15	50.0%
	LA MAGDALENA CONTRERAS	46	23	-50.0%	17	23	35.3%	60	66	10.0%	49	63	28.6%	1	0	100.0%	10	14	40.0%
	MIGUEL HIDALGO	524	357	-31.9%	132	83	-37.1%	510	789	54.7%	478	583	22.0%	1	4	300.0%	40	61	52.5%
	MILPA ALTA	10	9	-10.0%	9	4	-55.6%	11	9	-18.2%	13	13	0.0%	0	0	0.0%	0	0	0.0%
	TLÁHUAC	15	14	-6.7%	21	27	28.6%	34	33	-2.9%	41	41	0.0%	0	0	0.0%	0	2	0.0%
	TLALPAN	66	55	-16.7%	91	81	-11.0%	177	172	-2.8%	288	226	-21.5%	2	4	100.0%	19	15	-21.1%
	VENUSTIANO CARRANZA	43	16	-62.8%	59	41	-30.5%	86	74	-14.0%	122	120	-1.6%	1	0	100.0%	2	4	100.0%
	XOCHIMILCO	24	18	-25.0%	48	30	-37.5%	78	94	20.5%	72	58	-19.4%	2	1	-50.0%	3	3	0.0%
Edo. de México	ATIZAPÁN DE ZARAGOZA	47	56	19.1%	55	36	-34.5%	112	110	-1.8%	180	156	-13.3%	0	1	0.0%	19	23	21.1%
	CHALCO	13	6	-53.8%	16	18	12.5%	14	22	57.1%	45	40	-11.1%	0	0	0.0%	1	1	0.0%
	CHIMALHUACÁN	7	19	171.4%	7	12	71.4%	16	20	25.0%	36	29	-19.4%	0	0	0.0%	1	0	-100.0%
	COACALCO DE BERRIOZÁBAL	20	26	30.0%	16	16	0.0%	37	46	24.3%	83	45	-45.8%	0	0	0.0%	0	1	0.0%
	CUAUTILÁN	15	9	-40.0%	14	12	-14.3%	25	15	-40.0%	57	42	-26.3%	0	0	0.0%	2	1	-50.0%
	CUAUTILÁN IZCALLI	148	172	16.2%	94	65	-30.9%	155	180	16.1%	178	166	-6.7%	2	0	100.0%	7	4	-42.9%
	ECATEPEC DE MORELOS	99	60	-39.4%	74	81	9.5%	124	157	26.6%	208	220	5.8%	1	1	0.0%	3	7	133.3%
	HUIXQUILUCAN	169	257	52.1%	18	40	222.2%	189	161	-14.8%	196	235	19.9%	1	5	400.0%	46	34	-26.1%
	IXTAPALUCA	12	11	-8.3%	24	18	-25.0%	18	14	-22.2%	59	77	30.5%	0	0	0.0%	0	0	0.0%
	LA PAZ	9	7	-22.2%	4	8	100.0%	13	24	84.6%	31	32	3.2%	0	0	0.0%	1	0	-100.0%
	NAUCALPAN DE JUÁREZ	111	93	-16.2%	65	70	7.7%	220	194	-11.8%	244	208	-14.8%	3	4	33.3%	8	13	62.5%
	NEZAHUALCÓYOTL	46	33	-28.3%	60	54	-10.0%	83	100	20.5%	144	147	2.1%	1	0	100.0%	2	2	0.0%
	NICOLÁS ROMERO	14	16	14.3%	12	11	-8.3%	19	27	42.1%	55	42	-23.6%	0	0	0.0%	1	0	-100.0%
	TECÁMAC	23	19	-17.4%	23	19	-17.4%	40	38	-5.0%	63	63	0.0%	0	0	0.0%	0	0	0.0%
	TEXCOCO	39	52	33.3%	19	15	-21.1%	45	35	-22.2%	68	59	-13.2%	0	0	0.0%	0	0	0.0%
	TLALNEPANTLA DE BAZ	90	81	-10.0%	66	71	7.6%	182	220	20.9%	229	190	-17.0%	0	3	0.0%	8	19	137.5%
	TULTEPEC	11	12	9.1%	7	13	85.7%	4	18	350.0%	32	29	-8.4%	0	1	0.0%	0	1	0.0%
	TULTITLÁN	27	29	7.4%	33	25	-24.2%	51	39	-23.5%	97	60	-38.1%	0	0	0.0%	2	1	-50.0%
VALLE DE CHALCO SOLIDARIDAD	12	9	-25.0%	7	10	42.9%	10	15	50.0%	28	17	-39.3%	0	0	0.0%	0	0	0.0%	
ZUMPANGO	8	8	0.0%	4	3	-25.0%	10	20	100.0%	43	38	-11.6%	0	0	0.0%	0	0	0.0%	
Hidalgo	TIZAYUCA	32	10	-68.8%	2	3	50.0%	10	17	70.0%	25	18	-28.0%	0	0	0.0%	1	0	-100.0%
<b>TOTAL ZMVM</b>		<b>3,344</b>	<b>2,663</b>	<b>-20.4%</b>	<b>1,840</b>	<b>1,653</b>	<b>-10.2%</b>	<b>4,284</b>	<b>4,656</b>	<b>8.7%</b>	<b>5,465</b>	<b>5,303</b>	<b>-3.0%</b>	<b>31</b>	<b>46</b>	<b>48.4%</b>	<b>322</b>	<b>353</b>	<b>9.6%</b>
<b>TOTAL NACIONAL</b>		<b>14,172</b>	<b>16,240</b>	<b>14.6%</b>	<b>7,010</b>	<b>6,268</b>	<b>-10.6%</b>	<b>19,208</b>	<b>19,785</b>	<b>3.0%</b>	<b>22,963</b>	<b>22,057</b>	<b>-3.9%</b>	<b>134</b>	<b>134</b>	<b>0.0%</b>	<b>1,254</b>	<b>1,368</b>	<b>9.1%</b>

# 4.3 Desempeño de compradores por Marca en alcaldías y municipios de la ZMVM (Variación % enero-febrero 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	34	16	-52.9%	32	15	-53.1%	6	5	-16.7%	20	12	-40.0%	9	14	55.6%	81	21	-74.1%	4,423	3,103	-29.8%
	AZCAPOTZALCO	7	4	-42.9%	3	2	-33.3%	4	0	100.0%	0	1	0.0%	6	4	-33.3%	0	7	0.0%	2,244	1,836	-18.2%
	BENITO JUÁREZ	49	42	-14.3%	1	8	700.0%	6	12	100.0%	9	10	11.1%	9	7	-22.2%	0	22	0.0%	3,206	3,096	-3.4%
	COYOACÁN	16	11	-31.3%	0	2	0.0%	5	13	160.0%	6	7	16.7%	8	10	25.0%	0	6	0.0%	2,085	2,361	13.2%
	CUAJIMALPA DE MORELOS	27	14	-48.1%	1	1	0.0%	5	4	-20.0%	13	11	-15.4%	5	4	-20.0%	97	35	-63.9%	2,757	2,306	-16.4%
	CUAUHTÉMOC	21	18	-14.3%	3	9	200.0%	6	15	150.0%	5	4	-20.0%	14	15	7.1%	0	9	0.0%	4,074	4,588	12.6%
	GUSTAVO A. MADERO	20	18	-10.0%	0	1	0.0%	3	3	0.0%	0	7	0.0%	7	9	28.6%	0	6	0.0%	2,399	2,606	8.6%
	IZTACALCO	9	1	-88.9%	8	3	-62.5%	0	1	0.0%	3	2	-33.3%	0	2	0.0%	0	0	0.0%	937	1,085	15.8%
	IZTAPALAPA	22	20	-9.1%	2	1	-50.0%	1	7	500.0%	2	1	-50.0%	5	13	160.0%	0	5	0.0%	2,946	3,196	8.5%
	LA MAGDALENA CONTRERAS	7	2	-71.4%	1	1	0.0%	1	0	100.0%	3	2	-33.3%	1	0	100.0%	0	2	0.0%	585	603	3.1%
	MIGUEL HIDALGO	32	31	-3.1%	4	10	150.0%	21	8	-61.9%	35	22	-37.1%	23	27	17.4%	73	21	-71.2%	7,634	7,821	2.4%
	MILPA ALTA	1	2	100.0%	0	1	0.0%	0	-1	0.0%	0	0	0.0%	1	0	100.0%	0	0	0.0%	167	185	10.8%
	TLÁHUAC	3	4	33.3%	0	0	0.0%	0	0	0.0%	0	0	0.0%	1	5	400.0%	0	0	0.0%	503	565	12.3%
	TLALPAN	14	14	0.0%	0	4	0.0%	6	5	-16.7%	10	5	-50.0%	12	7	-41.7%	0	11	0.0%	1,861	1,754	-5.7%
	VENUSTIANO CARRANZA	4	5	25.0%	0	1	0.0%	2	1	-50.0%	1	4	300.0%	0	7	0.0%	0	2	0.0%	1,039	1,128	8.6%
	XOCHIMILCO	7	2	-71.4%	1	0	100.0%	1	3	200.0%	1	1	0.0%	1	3	200.0%	0	3	0.0%	758	844	11.3%
Edo. de México	ATIZAPÁN DE ZARAGOZA	62	80	29.0%	1	1	0.0%	5	4	-20.0%	18	16	-11.1%	3	4	33.3%	0	9	0.0%	1,432	1,352	-5.6%
	CHALCO	1	0	-100.0%	0	0	0.0%	0	0	0.0%	0	1	0.0%	0	0	0.0%	0	0	0.0%	322	361	12.1%
	CHIMALHUACÁN	7	2	-71.4%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	2	0.0%	283	294	3.9%
	COACALCO DE BERRIOZÁBAL	6	6	0.0%	0	1	0.0%	0	1	0.0%	0	0	0.0%	0	1	0.0%	0	1	0.0%	579	557	-3.8%
	CUAUTILÁN	4	0	-100.0%	0	0	0.0%	0	1	0.0%	0	1	0.0%	0	0	0.0%	0	3	0.0%	325	276	-15.1%
	CUAUTILÁN IZCALLI	8	14	75.0%	2	1	-50.0%	3	5	66.7%	5	0	-100.0%	2	7	250.0%	0	1	0.0%	1,977	2,194	11.0%
	ECATEPEC DE MORELOS	17	24	41.2%	0	0	0.0%	3	0	100.0%	1	2	100.0%	2	1	-50.0%	0	1	0.0%	2,129	2,238	5.1%
	HUIXQUILUCAN	80	93	16.3%	4	6	50.0%	7	5	-28.6%	12	10	-16.7%	6	4	-33.3%	67	19	-71.6%	3,130	2,730	-12.8%
	IXTAPALUCA	0	1	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	2	0.0%	0	0	0.0%	495	549	10.9%
	LA PAZ	3	2	-33.3%	0	0	0.0%	0	1	0.0%	0	0	0.0%	0	1	0.0%	0	0	0.0%	206	212	2.9%
	NAUCALPAN DE JUÁREZ	61	80	31.1%	4	2	-50.0%	5	7	40.0%	10	7	-30.0%	7	10	42.9%	48	12	-75.0%	2,395	2,554	6.6%
	NEZAHUALCÓYOTL	20	18	-10.0%	0	0	0.0%	2	0	100.0%	0	3	0.0%	2	3	50.0%	0	5	0.0%	1,416	1,315	-7.1%
	NICOLÁS ROMERO	3	1	-66.7%	0	0	0.0%	1	0	100.0%	0	0	0.0%	0	1	0.0%	0	2	0.0%	355	418	17.7%
	TECÁMAC	9	3	-66.7%	0	0	0.0%	2	0	100.0%	2	1	-50.0%	0	1	0.0%	0	1	0.0%	655	599	-8.5%
	TEXCOCO	4	1	-75.0%	0	1	0.0%	0	1	0.0%	0	2	0.0%	0	1	0.0%	0	1	0.0%	613	583	-4.9%
	TLALNEPANTLA DE BAZ	75	54	-28.0%	0	0	0.0%	0	3	0.0%	7	5	-28.6%	2	6	200.0%	0	9	0.0%	1,906	1,985	4.1%
	TULTEPEC	4	1	-75.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	1	0.0%	0	0	0.0%	210	246	17.1%
	TULTITLÁN	4	10	150.0%	1	0	100.0%	1	1	0.0%	0	2	0.0%	0	2	0.0%	0	1	0.0%	679	647	-4.7%
VALLE DE CHALCO SOLIDARIDAD	2	4	100.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	1	0.0%	216	234	8.3%	
ZUMPANGO	0	2	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	210	359	71.0%	
Hidalgo	TIZAYUCA	1	3	200.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	0	0	0.0%	220	199	-9.5%
<b>TOTAL ZMVM</b>		<b>644</b>	<b>603</b>	<b>-6.4%</b>	<b>68</b>	<b>71</b>	<b>4.4%</b>	<b>96</b>	<b>105</b>	<b>9.4%</b>	<b>163</b>	<b>139</b>	<b>-14.7%</b>	<b>126</b>	<b>172</b>	<b>36.5%</b>	<b>366</b>	<b>218</b>	<b>-40.4%</b>	<b>57,371</b>	<b>56,979</b>	<b>-0.7%</b>
<b>TOTAL NACIONAL</b>		<b>2,367</b>	<b>2,172</b>	<b>-8.2%</b>	<b>196</b>	<b>221</b>	<b>12.8%</b>	<b>322</b>	<b>306</b>	<b>-5.0%</b>	<b>568</b>	<b>545</b>	<b>-4.0%</b>	<b>564</b>	<b>679</b>	<b>20.4%</b>	<b>1,065</b>	<b>670</b>	<b>-37.1%</b>	<b>237,239</b>	<b>239,417</b>	<b>0.9%</b>

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

	Segmento	Marca	Modelo	Unidades	Participación % en ZMVM	Var 2026-2025
1	Compactos	Nissan	Versa	3,459	6.1%	18.4%
2	Subcompactos	General Motors	Aveo	2,948	5.2%	14.5%
3	Compactos	KIA	K3	2,095	3.7%	9.0%
4	Compactos	MG	MG5	1,386	2.4%	135.3%
5	Subcompactos	Mazda	Mazda 2	1,380	2.4%	19.1%
6	Subcompactos	Nissan	March	1,363	2.4%	5.2%
7	Compactos	Nissan	Sentra	1,349	2.4%	133.4%
8	Camiones	Nissan	NP300	1,299	2.3%	-20.6%
9	Compactos	Mazda	Mazda 3	1,218	2.1%	16.3%
10	Usos Múltiple	Nissan	Kicks	1,097	1.9%	-7.5%
<b>Total ZMVM</b>				<b>56,979</b>	<b>30.9%</b>	

Fuente: AMDA con información de Urban Science

Estos 10 modelos representan el 30.9% de las preferencias de los compradores de la ZMVM durante enero-febrero de 2026, juntos suman 17,594 unidades.





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