



Mexico's App Economy, 2025

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INTRODUCTION

The global App Economy was born 17 years ago, in July 2008, when Apple unveiled the first App Store. Soon after, Google opened the Android Market, which later became Google Play. In this way, Apple and Google created a whole new global market for mobile applications, leading to an unprecedented wave of mobile apps in gaming, entertainment, social media, finance, e-commerce, productivity, health, and other areas.

In addition to benefiting smartphone users, the App Economy has become a potent source of job growth worldwide and in Mexico. Starting from zero 17 years ago, the Progressive Policy Institute (PPI) estimates that Mexico's App Economy includes 271,000 workers as of August 2025. These include workers who help develop, maintain, and support mobile applications and keep them safe and secure. In an increasingly mobile-centric world, the App Economy provides an exciting opportunity for Mexico to grow.

This paper estimates the number of workers employed in Mexico's App Economy using a methodology we have applied globally. We estimate the size of the iOS and Android ecosystems and give examples of App Economy jobs in Mexico. We discuss how these developers and other workers create, maintain, and support a wide range of apps spanning various sectors and activities across the economy.

METHODOLOGY AND FRAMEWORK

For the past twelve years, PPI has done a series of reports on the App Economy in countries around the world.¹ For this report, a worker is in the Mexican App Economy if they are in:

- An IT-related job that uses App Economy skills — the ability to develop, maintain, or support mobile applications. We will call this a “core” App Economy job. Core App Economy jobs include app developers; software engineers whose work requires knowledge of mobile applications; security engineers who help keep mobile apps safe from being hacked; and help desk workers who support the use of mobile apps.
- A non-IT job (such as sales, marketing, finance, human resources, or administrative staff) that supports core App Economy jobs in the same enterprise. We will call this an “indirect” App Economy job.
- A job in the local economy that is supported either by the goods and services purchased by the enterprise or by the income flowing to core and indirect App Economy workers. These “spillover” jobs include local professional services such as bank tellers, law offices, and building managers; telecom, electric, and cable installers and maintainers; education, recreation, lodging, and restaurant jobs; and all the other necessary services.

To estimate the number of core App Economy jobs in Mexico, we use the same methodology we have applied in other countries, combining multiple sources of information in a systematic process. The first step is to search for current public job postings for tech-related jobs that use App Economy skills.² We validate the output of the search, making sure that the selected job postings correspond to active App Economy hiring in Mexico. Then, we translate the data on App Economy job postings to an estimate of core App Economy jobs, using the International Labour Organization’s estimates of the number of information and communications technology (ICT) professionals in Mexico. Finally, we use a conservative multiplier of indirect and spillover jobs to estimate overall App Economy jobs.³ A more detailed description of the basic methodology is found in “The App Economy in Europe: Leading Countries and Cities, 2017” and “The App Economy in India.”⁴

APP ECONOMY RESULTS

Table 1 summarizes the results of this analysis. As of August 2025, we find an estimated 271,000 total App Economy jobs in Mexico, including a conservative estimate of spillover effects. This marks a significant increase of 52% from the 178,000 jobs estimated in 2020 by PPI.

TABLE 1: THE APP ECONOMY IN MEXICO (THOUSANDS OF JOBS)

	AUGUST 2025	2020
TOTAL APP ECONOMY JOBS	271	178
IOS ECOSYSTEM	151	105
ANDROID ECOSYSTEM	241	146

Data: PPI, Indeed, ILO

Our methodology also allows App Economy jobs to be broken down by mobile operating system. As of August 2025, there were an estimated 151,000 jobs in the iOS ecosystem and 241,000 in the Android ecosystem. The two add to more than the total number of App Economy jobs because many posted jobs are in both ecosystems.

Mexico's App Economy can also be compared to that of its counterparts in other countries. Our preferred metric is "app intensity," which is the total number of App Economy jobs as a share of employment.

Table 2, which draws from PPI's studies of other countries' App Economies, indicates that Mexico has a higher app intensity than Brazil and Turkey, but lower than that of European nations like Italy and Spain.

TABLE 2: APP INTENSITY FOR SELECTED COUNTRIES (THOUSANDS OF JOBS)

	TOTAL APP ECONOMY	APP INTENSITY*
MEXICO (2025)	271	0.5%
ARGENTINA (2024)	28	0.2%
BRAZIL (2023)	428	0.4%
ITALY (2023)	144	0.6%
SPAIN (2025)	186	0.8%
TURKEY (2023)	112	0.4%

Data: PPI, Indeed, ILO

*App Intensity is the number of App Economy jobs divided by total employment

APP ECONOMY EXAMPLES

As of July 2025, a wide variety of fintech and financial companies were looking to add to their teams with mobile developers in Mexico. Clip, a Mexican fintech firm, was seeking a Senior Mobile Developer in their office in Monterrey. Bancrea Bank had an open position for a Junior

Flutter Developer in Monterrey. Konfío, a leading Mexican fintech, was looking for a Mobile Engineer based in Mexico City to help develop, maintain, and improve their mobile app. And crypto fintech Bitso, founded in Mexico, was hiring a Senior React Native Engineer.

Mexico is also home to App Economy jobs across other industries. In July 2025, CaliBaja, a contract manufacturing firm based in Mexicali, was hiring for an iOS Software Development Engineer position. Party planning and supply app Fiestamas was looking for a Mobile Developer based in Guadalajara. Insulet, a medical device manufacturer, was hiring a Senior Android Software Engineer to support development on their mobile app. Corporate expense management platform Clara was hiring for a Senior iOS Developer in Mexico City, where the company was founded. Transportation firm Suma Te Lleva, based in Guadalajara, was hiring an Android Mobile Developer. And Mexican telecommunications company Inphoney was seeking a Mobile Developer in Mexico City.

Despite uncertainty surrounding U.S.-Mexico trade, several American companies were seeking mobile developers in July 2025. Etsy, a major e-commerce platform, was looking for a mid-level iOS Engineer to join their customer experience team in person in Mexico City. Pinterest was seeking an Android Engineer II in Mexico City to support development on their mobile app. Payment solution company Verifone was hiring a Junior Android Developer in Mexico City to support payment applications for their devices across Latin America. And technology company Oracle was looking for a Principal iOS Developer for their Guadalajara team.

AI JOBS IN MEXICO

We note that Mexico's software development market also has strong demand for jobs using skills related to machine learning and artificial intelligence (AI). Our analysis of a sample of job postings on one job board in August 2025 shows that 19% of tech job postings required AI-related skills.

In terms of examples, BBVA, one of the largest banks in Mexico, was seeking a Senior Machine Learning Engineer in Mexico City in July 2025. Ford Mexico was looking for a Senior Machine Learning Engineer for their Mexico City-based team. Snappr, an on-demand photography service, was seeking an AI Engineer based out of their engineering office in Mexico City. Others, like insurance firm Chubb and material science company Corning, were looking for AI and machine learning developers as well.

CONCLUSION

The next generation of the global IT revolution will include the merging of AI into mobile applications of all sorts. Industries such as agriculture, construction, manufacturing, and transportation will be transformed by the new wave of AI-enabled apps. The ability to put AI into the mobile devices of construction firms, for example, can potentially lower the cost of homebuilding.

The rapid growth of Mexico's App Economy since 2020 suggests that Mexico is poised to take advantage of the global opportunities offered by this new wave of mobile apps. This could help power the expansion of Mexico's economy in the years to come.

ABOUT THE AUTHORS

Dr. Michael Mandel is Vice President and Chief Economist of the Progressive Policy Institute.

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References

- 1 Countries include the United States, the countries of the European Union, the United Kingdom, Canada, Mexico, Brazil, Chile, Japan, Korea, Australia, Turkey, South Africa, Egypt, Nigeria, Morocco, Vietnam, Thailand, Indonesia, and India. We have analyzed China's App Economy but not published it because of data issues.
- 2 We use mx.indeed.com as our database. Indeed, which bills itself as "the #1 job site in the world," offers a searchable continually updated database of job postings for more than 60 countries. Because of its global scope, it makes it easier to compare countries.
- 3 Based on government data, we make the reasonable assumption that each core App Economy job corresponds to one indirect App Economy job in the same organization. Next, we make the very conservative assumption that each core or indirect App Economy job generates 0.5 spillover jobs in the relevant geographic area.
- 4 Michael Mandel and Elliott Long, "The App Economy in Europe: Leading Countries and Cities, 2017," Progressive Policy Institute, October 2017, https://www.progressivepolicy.org/wp-content/uploads/2017/10/PPI_EuropeAppEconomy_2017_.pdf. Some pandemic-related updates to the European methodology can be found here: <https://www.progressivepolicy.org/blogs/europe-app-economy-update-2021/>. Our 2019 report in "The App Economy in India" adds further methodological details: https://www.progressivepolicy.org/wp-content/uploads/2019/09/PPI_IndianAppEconomy_V3-1.pdf.

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