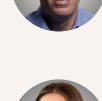


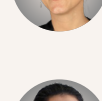


Quantifying the Impact of the Digital Labor Economy in Mexico

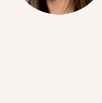
Exploring Digital Labor Software and Services



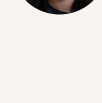
Alan Webber



Carla La Croce



Teodora Snoddy



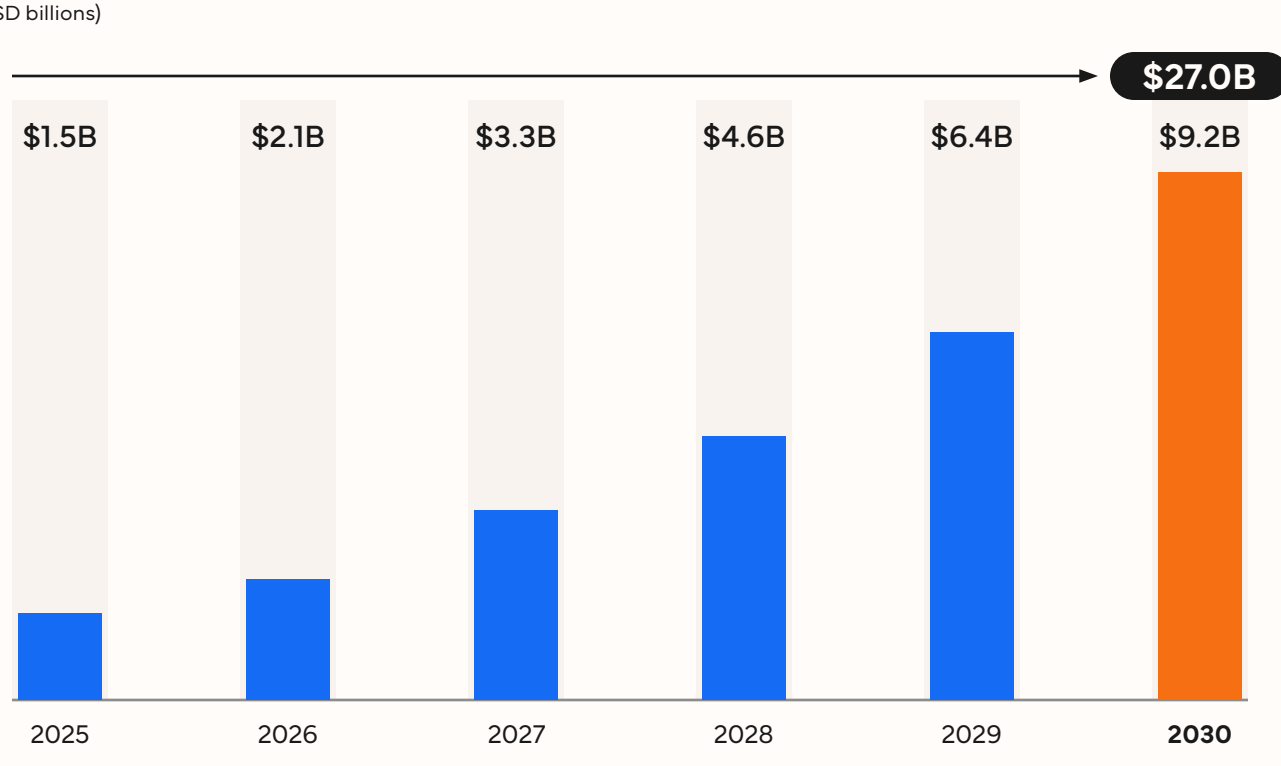
Kritika Ghildiyal

AI spending forecast supporting digital labor

In Mexico, cumulative spend in AI technologies supporting Digital Labor will reach **\$27 billion with CAGR of 44% by 2030**. Globally it will reach \$3.34 trillion.

Cumulative spend on AI supporting digital labor in Mexico 2025–2030

(USD billions)



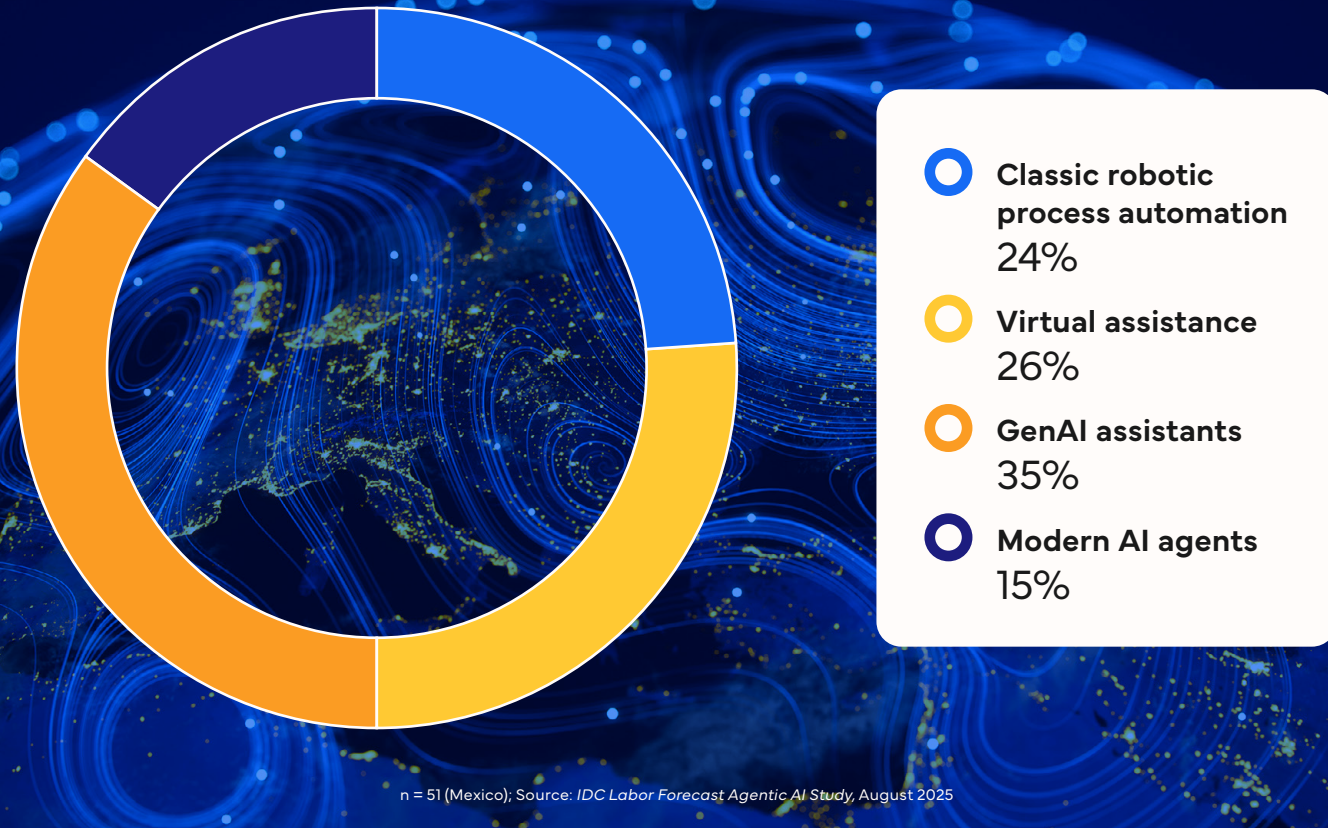
Source: IDC custom derivative of IDC's AI and Generative AI Spending Guide, 2025

Use of AI tools by the Mexican workforce

Workers are transitioning from legacy to emerging AI tools.

What percentage of AI tools you use fall into the following categories?

(Mean responses)



n = 51 (Mexico); Source: IDC Labor Forecast Agentic AI Study, August 2025

Business benefits expected from use of AI in Mexico

Increased labor productivity is the top expectation from AI tools in Mexico.

Which business benefits do you expect from the use of AI tools?

(Percentage of respondents – top 5 responses)



Worldwide top 3 expected business benefits:

- Increased labor productivity 42%
- Automated routine/repetitive tasks 42%
- Increased time available for higher value work 39%

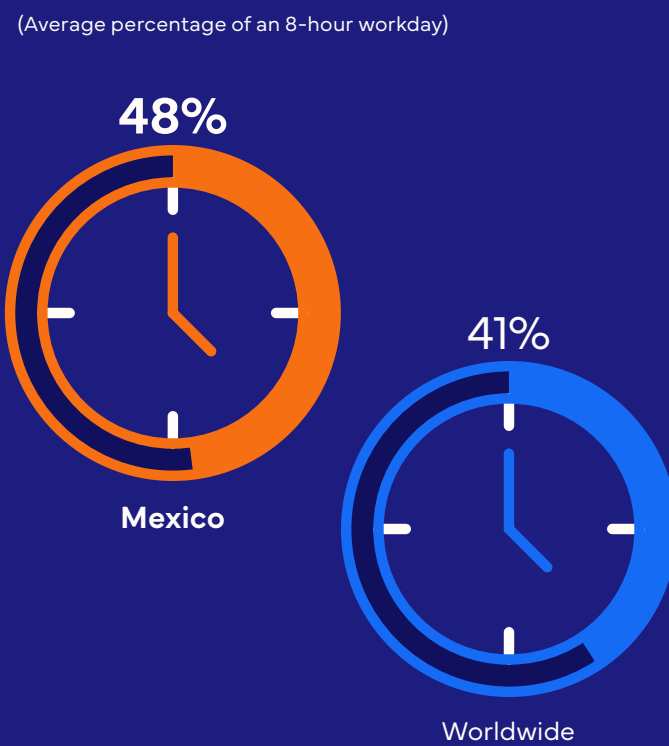
n = 51 (Mexico), n = 823 (Worldwide); Source: IDC Labor Forecast Agentic AI Study, August 2025

Impact of AI on work

On average, Mexican workers expect to save 48% of their typical day using AI tools.

Generally, how much time do you estimate you save in a typical 8-hour workday as a result of using AI tools for your tasks?

(Average percentage of an 8-hour workday)



n = 51 (Mexico), n = 823 (Worldwide); Source: IDC Labor Forecast Agentic AI Study, August 2025

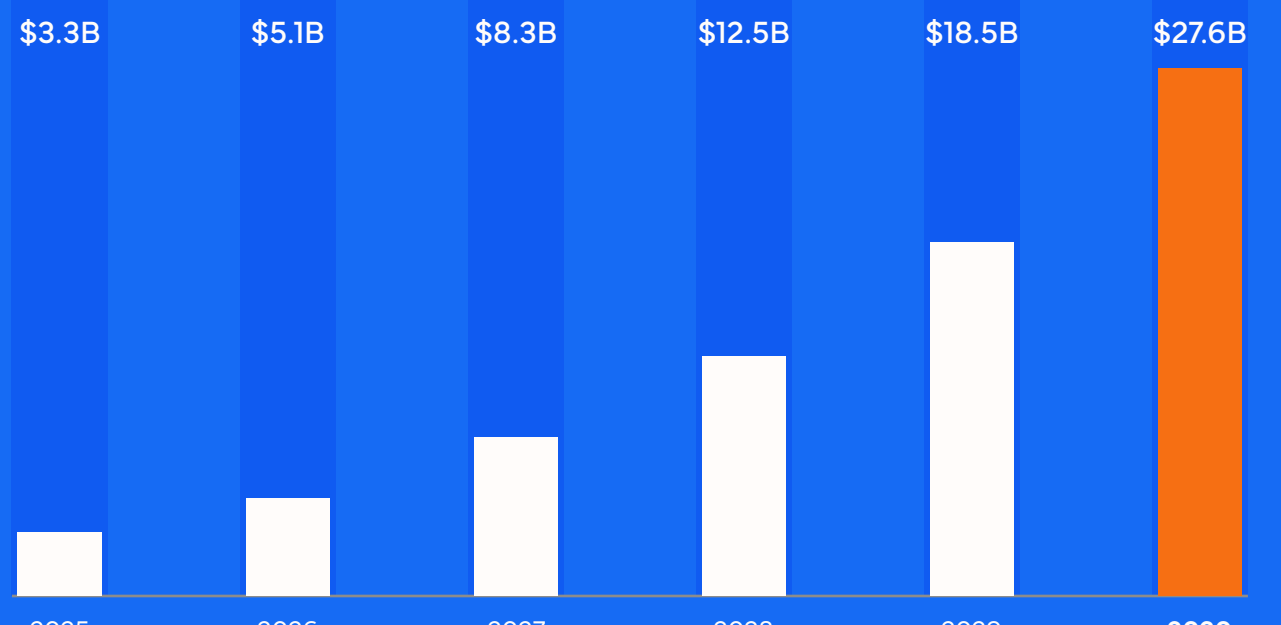


Quantifying the economic impact of digital labor

In Mexico, digital labor will generate a cumulative economic impact of **\$75.3 billion with CAGR of 53% by 2030**. Globally it will reach \$13 trillion.

Cumulative economic impact of digital labor in Mexico 2025–2030

(USD billions)



Source: IDC custom derivative of IDC's AI and Generative AI Spending Guide, 2025