



2025 Tariffs Survey

Mexican companies look to technology to manage today's trading environment

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As tariffs continue to be a significant challenge for many countries that do business with the United States, some global trading professionals from Mexican companies say they are looking to technology to help them manage the current environment.

In fact, 9 in 10 trading professionals from Mexican companies said they see technology helping them automate their compliance processes, and almost as many said their companies already have incorporated predictive technology to improve efficiency in typically manual tasks such as screening customers, suppliers, and other partners.

As part of its *2025 Tariffs Survey*, the Thomson Reuters Institute has separately surveyed corporate global trade professionals in Mexico to focus more closely on the compelling issues around the country's current trading and tariff environment. The survey, conducted online in March, interviewed 50 global trade professionals based in Mexico who perform or manage global trade and supply chain management activities for Mexican companies that import or export goods to or from the US and have at least US\$200 million in global annual revenue.

This supplemental survey provided a perspective on the unique challenges and opportunities facing Mexican respondents, as well as the issues specific to the country.

The use of technology

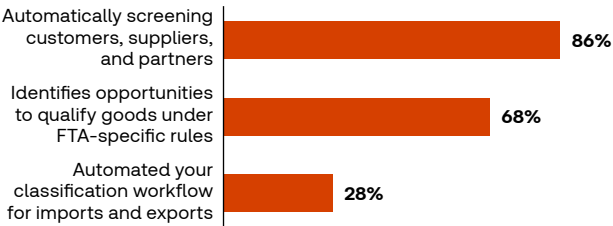
Like many of their counterparts across the globe, Mexico-based trade professionals see technology playing a crucial role in how they address these challenges. Specifically, the vast majority (90%) of respondents from Mexican companies said they think technology will help them in the compliance automation process. Moreover, 86% said their companies already had incorporated predictive technology to automatically screen customers, suppliers, and partners to reduce risk in import and export operations, and 68% said their companies used predictive technology to identify opportunities to qualify goods under certain trade agreement rules. However, just 28% said they currently automate classification workflow for imports and exports.

FIGURE 1:

Technology & incentives

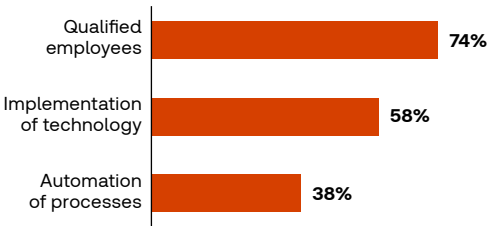
How does your organization incorporate predictive technology to enhance risk management in import and export operations?

Predictive technology to enhance



What incentives do you consider necessary for the industry you represent to foster sustained growth?

Necessary incentives



Source: Thomson Reuters 2025

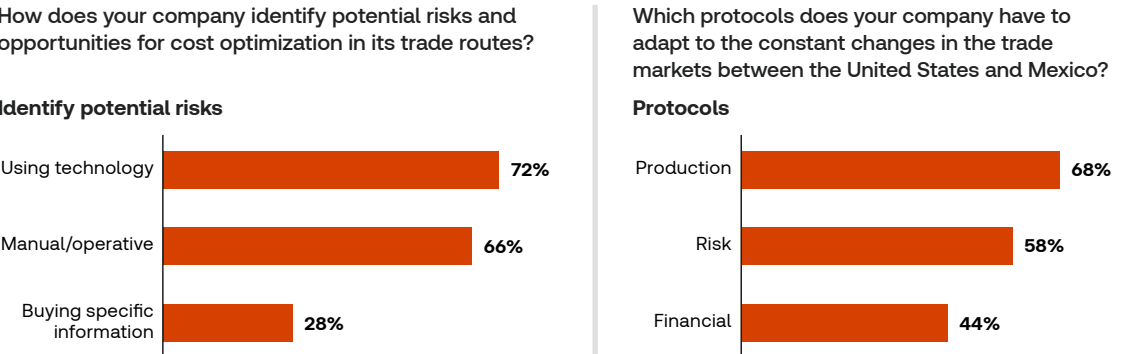
When asked what they think is necessary for sustained growth in their industry, approximately three-fourths (74%) of respondents from Mexican companies said they believe that finding qualified employees is the most important factor. More than half (58%) said they feel that technology implementation is necessary, while about one-third (38%) said they believe work process automation is essential for sustained growth.

Identifying risks & opportunities

Given Mexico’s proximity to the US and its close ties in trade, immigration, and culture, it’s unsurprising that deciphering the latest US policy or directive is top of mind for many Mexican trade professionals.

Like their counterparts from around the world, trade professionals in Mexico are facing the specter of increased costs and disrupted supply chains and are looking for ways — such as supply chain diversification and pricing strategies — to offset these challenges. Naturally, Mexican trade professionals are very focused on identifying these strategies, with at least two-thirds of respondents from Mexican companies naming their trade routes as a potential source of cost optimization, either through technology (72%) or manual or operational changes (66%). Just 28% said they purchase specific intelligence to help them identify risks.

FIGURE 2:
Risks & opportunities



Source: Thomson Reuters 2025

Given the recent volatility around tariffs and trade coming from the US, it is unsurprising that more than half of respondents from Mexican companies said they have production (68%) or risk (58%) protocols in place to help them adapt to the constant changes in the trade markets between the US and Mexico. Forty-four percent said their companies also have financial protocols in place.

Respondents answered several other questions that shed light on where they see their strategies evolving in the near future.

For example, about three-fourths (72%) of respondents said their Mexican companies have benefited from free trade agreements or specific customs regimes, such as the European Union-Mexico Free Trade Agreement (FTA) that was updated this year; the United States-Mexico-Canada Agreement (USMCA), which is due to be renegotiated in 2026; and the Manufacturing, Maquila and Export Services Industry (IMMEX) program , which allows foreign companies to operate in Mexico and export their products.

In fact, about three-fourths (72%) of Mexican respondents said they believe that the renegotiation of the USMCA next year will offer additional opportunities for companies based in Mexico that export to the US and Canada. And three-fourths (74%) of respondents from Mexican companies said they believe the nearshoring trend in Mexico will continue despite the economic policies in the USMCA region.

On another related topic, Plan Mexico received high marks from respondents. Plan Mexico, presented by Mexican President Claudia Sheinbaum in mid-January, is designed to promote equitable and sustainable economic development in the country and move Mexico’s economy forward while creating manufacturing jobs and attracting national and foreign investments. In the survey, more than four of five Mexico-based respondents said they think Plan Mexico will encourage foreign investors to maintain or expand their operations in the country.

Conclusion

As tariffs continue to be a major challenge for many countries that import or export goods with the US, few are impacted as strongly as Mexico. Not surprisingly, a large portion is planning on leveraging technology to better navigate these challenges. Further, a sizeable portion of Mexican-based trade professionals said they already have production, risk, and financial protocols in place to help them adapt to the constant changes in the trade markets between the US and Mexico.

Whatever their strategies, global trade professionals based in Mexico are facing many of the same challenges as their counterparts around the world, but — given their embrace of technology and established risk protocols — they may be in a somewhat better position to weather the current tariff storm.

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