

Correos de México – Enabling inclusive e-commerce through CorreosClick

Launched by the Servicio Postal Mexicano (Correos de México), CorreosClick is a digital marketplace created to support artisans, microenterprises, and small producers often excluded from mainstream e-commerce platforms. Aligned with the Mexican government's national goals for digital inclusion and economic development, the platform provides an accessible and secure channel for domestic and international sales – leveraging the deep territorial reach of Mexico's postal network. The project is supported by the Secretariat of Infrastructure, Communications and Transport and by the Government of Mexico City through its Ministry of Economic Development (SEDECO), which has played a key role in promoting the platform and organizing training for local entrepreneurs. Financially backed by the Postal Union of the Americas, Spain, and Portugal (PUASP) and with technical assistance from the UPU, CorreosClick positions small Mexican businesses to participate in digital trade while reaching global markets across 191 UPU member countries.

CorreosClick primarily supports businesses that are frequently overlooked by commercially driven e-commerce platforms owing to their smaller scale, lower marketing budgets, or rural locations. These include traditional artisans, local textile makers, herbal product producers, independent booksellers, and micro-entrepreneurs offering handmade jewellery, clothing, candles, or sweets. By targeting this underserved segment, Correos de México is making e-commerce more inclusive and culturally representative, while fostering economic opportunities in marginalized communities.

The platform is built on a business-to-business-to-consumer (B2B2C) model. It enables sellers to list products directly – without incurring platform or listing fees – and offers one of the lowest commission rates in the market. Payment processing is handled securely via BBVA. Through detailed seller guides, workshops, and personalized support, Correos de México ensures that even first-time digital merchants can confidently navigate registration, packaging, shipment, and customer service. Once an item sells, the seller is notified by email, prepares the product for shipping, and drops it off at one of over 1,000 digitally connected post offices and over 800 supplementary drop-off locations across the country.

The platform's national coverage and use of Mexpost (Correos de México's express mail service) ensure that even sellers in remote areas can reliably fulfil domestic and international orders. International shipments are handled using official postal export procedures, allowing sellers to bypass commercial export channels and benefit from simplified customs treatment. Packages pass through Mexico City's airport and are transferred to foreign postal operators for final delivery, all while maintaining traceability via the International Postal System. This logistical integration gives microenterprises access to global markets without the overhead and regulatory burdens typical of private-sector platforms.

CorreosClick illustrates how national postal operators can act as powerful enablers of e-commerce inclusion when backed by public infrastructure, national governments and multilateral support. With PUASP and UPU technical and financial assistance, Mexico's public postal system has transformed into a platform for economic empowerment – providing rural producers and urban artisans alike with tools to thrive in the digital economy.



Sources: UPU TradePost awards application (CorreosClic, n.d.; SEDECO CDMX, 2024; Universal Postal Union, 2024)©