

Valores corrientes	Millones de pesos								Variación anual								Estructura porcentual										
	Concepto	2012	2013	2014	2015	2016	2017	2018	2019	2012	2013	2014	2015	2016	2017	2018	2019	2015-2019	2012	2013	2014	2015	2016	2017	2018	2019	
Ventas directas	73,788.7	79,263.3	82,507.4	87,546.0	95,986.6	105,584.5	112,985.9	115,629.7	...	7.4%	4.1%	6.1%	9.6%	10.0%	7.0%	2.3%	7.2%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Mayoristas y Distribuidores	26,053.7	28,578.4	29,155.2	32,014.5	33,007.3	39,450.1	42,014.2	43,237.4	...	9.7%	2.0%	9.8%	3.1%	19.5%	6.5%	2.9%	7.8%	35.3%	36.1%	35.3%	36.6%	34.4%	37.4%	37.2%	37.4%	37.4%	
Autoservicios	30,722.3	32,358.6	34,201.2	34,731.7	39,276.1	39,935.6	43,234.7	44,326.0	...	5.3%	5.7%	1.6%	13.1%	1.7%	8.3%	2.5%	6.3%	41.6%	40.8%	41.5%	39.7%	40.9%	37.8%	38.3%	38.3%	38.3%	
Distribución directa a detallistas	5,688.1	5,977.3	6,220.0	6,627.0	7,825.2	8,996.1	9,616.9	9,907.3	...	5.1%	4.1%	6.5%	18.1%	15.0%	6.9%	3.0%	10.6%	7.7%	7.5%	7.5%	7.6%	8.2%	8.5%	8.5%	8.6%	8.6%	
Maquila a marcas libres	887.6	1,004.6	1,274.1	1,343.2	1,590.6	1,726.0	1,905.2	2,107.4	...	13.2%	26.8%	5.4%	17.4%	8.5%	10.4%	10.6%	11.9%	1.2%	1.3%	1.5%	1.5%	1.7%	1.6%	1.7%	1.8%	1.8%	
Exportación	7,477.5	8,135.8	8,313.2	9,418.4	10,853.3	11,666.7	12,193.5	12,188.6	...	8.8%	2.2%	13.3%	15.2%	7.4%	4.6%	0.0%	6.7%	10.1%	10.3%	10.1%	10.8%	11.3%	11.0%	10.8%	10.5%	10.5%	
Gobierno	1,462.6	1,585.0	1,645.0	1,688.1	1,510.1	1,577.0	1,604.0	1,550.7	...	8.4%	3.8%	2.6%	-10.5%	4.4%	1.7%	-3.3%	-2.1%	2.0%	2.0%	2.0%	1.9%	1.6%	1.5%	1.4%	1.3%	1.3%	
Otros	1,496.7	1,623.7	1,698.7	1,723.1	1,924.0	2,243.0	2,417.4	2,312.2	...	8.5%	4.6%	1.4%	11.7%	16.6%	7.8%	-4.3%	7.6%	2.0%	2.0%	2.1%	2.0%	2.0%	2.1%	2.1%	2.0%	2.0%	
Valores constantes, base 2018 = 100																											
Ventas directas	93,757.7	96,947.6	98,034.0	103,154.2	107,783.4	111,567.1	113,096.1	110,510.3	...	3.4%	1.1%	5.2%	4.5%	3.5%	1.4%	-2.3%	1.7%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Mayoristas y Distribuidores	33,104.5	34,954.4	34,641.7	37,722.2	37,063.9	41,685.4	42,055.2	41,323.1	...	5.6%	-0.9%	8.9%	-1.7%	12.5%	0.9%	-1.7%	2.3%	35.3%	36.1%	35.3%	36.6%	34.4%	37.4%	37.2%	37.4%	37.4%	
Autoservicios	39,036.6	39,578.0	40,637.3	40,923.9	44,103.2	42,198.4	43,276.9	42,363.5	...	1.4%	2.7%	0.7%	7.8%	-4.3%	2.6%	-2.1%	0.9%	52.9%	40.8%	41.5%	39.7%	40.9%	37.8%	38.3%	38.3%	38.3%	
Distribución directa a detallistas	7,227.5	7,310.9	7,390.5	7,808.5	8,786.9	9,505.8	9,626.3	9,468.7	...	1.2%	1.1%	5.7%	12.5%	8.2%	1.3%	-1.6%	4.9%	9.8%	7.5%	7.5%	7.6%	8.2%	8.5%	8.5%	8.6%	8.6%	
Maquila a marcas libres	1,127.8	1,228.7	1,513.9	1,582.7	1,786.1	1,823.8	1,907.1	2,014.1	...	8.9%	23.2%	4.5%	12.9%	2.1%	4.6%	5.6%	6.2%	1.5%	1.3%	1.5%	1.5%	1.7%	1.6%	1.7%	1.8%	1.8%	
Exportación	9,501.1	9,950.9	9,877.6	11,097.6	12,187.2	12,317.2	12,205.4	11,649.0	...	4.7%	-0.7%	12.4%	9.8%	1.1%	-0.9%	-4.6%	1.2%	12.9%	10.3%	10.1%	10.8%	11.3%	11.0%	10.8%	10.5%	10.5%	
Gobierno	1,858.4	1,938.6	1,954.6	1,989.1	1,695.7	1,666.4	1,605.5	1,482.1	...	4.3%	0.8%	1.8%	-14.7%	-1.7%	-3.7%	-7.7%	-7.1%	2.5%	2.0%	2.0%	1.9%	1.6%	1.5%	1.4%	1.3%	1.3%	
Otros	1,901.7	1,986.0	2,018.4	2,030.3	2,160.5	2,370.1	2,419.7	2,209.9	...	4.4%	1.6%	0.6%	6.4%	9.7%	2.1%	-8.7%	2.1%	2.6%	2.0%	2.1%	2.0%	2.0%	2.1%	2.1%	2.0%	2.0%	