

integralia

# 2026 WORLD CUP

How is Mexico doing?



|  |    |
|--|----|
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## Executive summary

### **A global showcase for Mexico**

The 2026 World Cup will place the country at the center of international attention, strengthening its image, promoting tourism, and enhancing its appeal for hosting major global events.

### **Marginal impact on GDP**

Overall, the economic impact will be less than initially expected, particularly in the tourism, restaurant, and other consumer sectors.

### **Security: Crime on the decline, but with some risks**

Although high-impact crimes have decreased, the massive influx of visitors could lead to fraud, theft, extortion, sexual crimes, and property crimes.

### **Social pressure persists**

Social protests, notably those by the CNTE, have increased as the World Cup approaches, particularly in Mexico City and on highways in the country's central and Bajío regions. These are likely to continue or intensify.

### **Insufficient infrastructure**

Delays persist in airport construction and transportation systems designed to provide access to the stadiums in the three host cities. Additionally, the increase in visitors could overload 5G networks and heighten exposure to cyberattacks due to greater use of public networks and digital services.

### **(Still) scattered interest in the World Cup**

With just a few days to go before kickoff, indifference toward the World Cup and the Mexican national team prevails. Only about one-fifth of digital conversations express a positive view.

### **Some health risks**

The massive influx of visitors will require increased epidemiological surveillance. Although the risk of Ebola is low, especially in Jalisco, the main concerns are measles and influenza.

## The hosts on the field



Table 1. Soccer comparison of the three host countries

|   | Mexico                               | United States                   | Canada                             |
|---|--------------------------------------|---------------------------------|------------------------------------|
| World Cup matches by country                                | <b>13 at three venues</b>            | <b>78 across 11 venues</b>      | <b>13 at two venues</b>            |
| FIFA Ranking May 2026                                       | <b>15</b>                            | <b>17</b>                       | <b>30</b>                          |
| Best/worst position in the FIFA Ranking                     | <b>4/40</b>                          | <b>4/36</b>                     | <b>26/122</b>                      |
| Appearances (PJ)  | <b>17 (60)</b>                       | <b>11 (37)</b>                  | <b>2 (6)</b>                       |
| World Cup W/D/L Record                                      | <b>17/15/28</b>                      | <b>9/8/20</b>                   | <b>0/0/6</b>                       |
| Goals for/against   | <b>62/101</b>                        | <b>40/66</b>                    | <b>0/12</b>                        |
| Best performance  | <b>Quarterfinals</b><br>(1970, 1986) | <b>Third place</b><br>(1930)    | <b>Group stage</b><br>(1986, 2022) |
| World Cups hosted (prior to 2026)                           | <b>2</b>                             | <b>1</b>                        | <b>0</b>                           |
| Number of matches assigned/total matches (host cities) 2026 | <b>13/104 (3)</b>                    | <b>78/104 (11)</b>              | <b>13/104 (2)</b>                  |
| Official titles   | <b>20</b>                            | <b>10</b>                       | <b>2</b>                           |
| Value of the selection (millions of EUR)                    | <b>191.8</b>                         | <b>385.6</b>                    | <b>196.6</b>                       |
| National team players in EUR                                | <b>13</b>                            | <b>17</b>                       | <b>18</b>                          |
| Most Valuable Player (in millions of EUR)                   | <b>Santiago Giménez (18.0)</b>       | <b>Christian Pulisic (40.0)</b> | <b>Alphonso Davies (40.0)</b>      |
| Value of the national league (EUR million)                  | <b>960.55</b>                        | <b>1,400**</b>                  | <b>22.7</b>                        |
| Average attendance at league matches                        | <b>21,469</b>                        | <b>22,065</b>                   | <b>3,839</b>                       |

**Source:** Compiled by the author using public data from FIFA. The values for national teams, leagues, the most valuable player, and average attendance at league matches were obtained from Transfermarkt

\*Three Canadian teams (Toronto FC, Vancouver Whitecaps FC, CF Montréal) compete in the MLS and the Canadian Soccer Championship.

# What was Mexico like in 1970, 1986, and what is it like today?

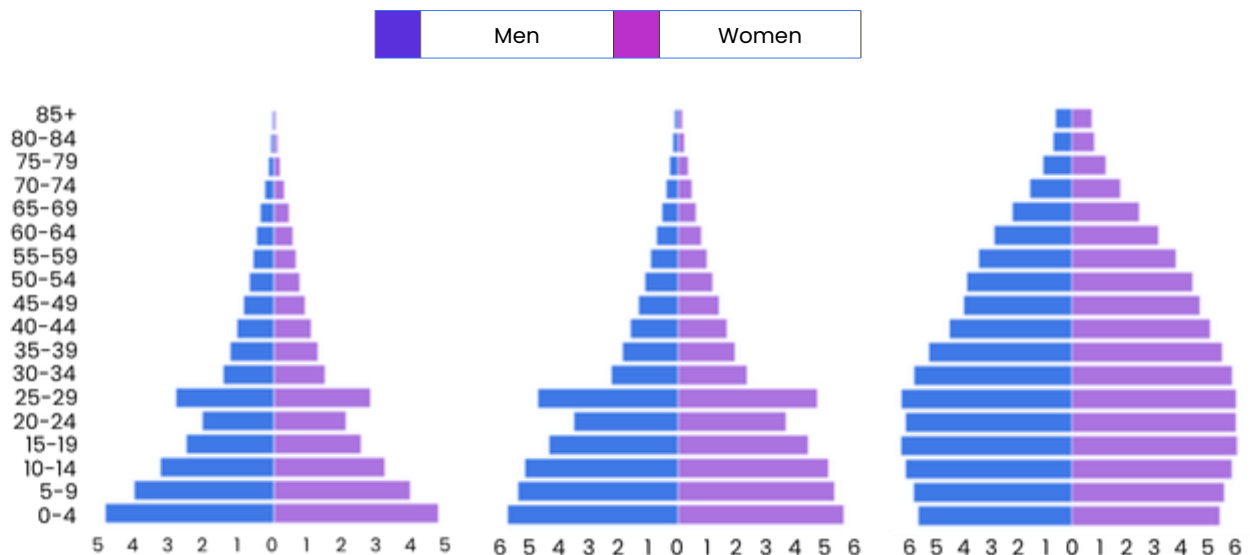


Between 1970 and 2026, Mexico has undergone several changes: the population tripled, and there was significant growth in the national GDP.

**Table 2. Economic, population, and tourism indicators for Mexico, 1970, 1986, and 2026**

|   | 1970  | 1986    | 2026      |
|---|-------|---------|-----------|
| GDP, US\$ at current prices (billions)  | 35.52 | 134.56  | 1,830.0*  |
| GDP per capita, US\$ at current prices  | 699   | 1,756.9 | 13,741.5* |
| GDP growth in World Cup year (annual %) | 6.5   | -3.9    | 2.3       |
| Inequality (Gini)                       | 0.50  | 0.45    | 0.42      |
| Inflation (%)                           | 4.69  | 105.7   | 3.7*      |
| Population (millions)                   | 52.87 | 80.88   | 134.21    |
| International visitors (millions)       | 2.6   | 4.2     | 26.2**    |

**Figures 1, 2, and 3. Mexican population pyramid (millions of people) (left to right: 1970, 1986, 2026)**



**Source:** own elaboration using data from the World Bank and information from CONAPO. \*These are forecasts made by the World Bank. \*\*Data provided by the government through the first quarter of 2026.

## National Overview

### a. Political Indicators

Mexico heads into the 2026 World Cup with political stability and a president who enjoys high approval ratings, although her administration faces criticism regarding security, corruption, and economic performance. The tournament coincides with the review of the USMCA, trade tensions with the United States, and challenges in ensuring the safety of millions of visitors.



### Key Data

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**Governance put to the test:** The greatest pressure falls on Mexico City, where recent protests have threatened the opening match, an event with an estimated global audience of 1.8 billion people. To ensure the smooth running of scheduled events, close coordination between federal and local governments will be required.

**Security, the main reputational challenge:** Although the government reports reductions in various high-impact crimes, concerns persist regarding insecurity, disappearances, and criminal violence. This poses risks for businesses, commerce, and tourism activities across the country, beyond the World Cup host cities.

**Mexico-U.S. cooperation under strain:** the tournament will take place against a backdrop of diplomatic friction that has intensified due to trade disagreements, as well as allegations related to drug trafficking, corruption, and political interference in light of recent investigations and legal charges against Mexican officials.

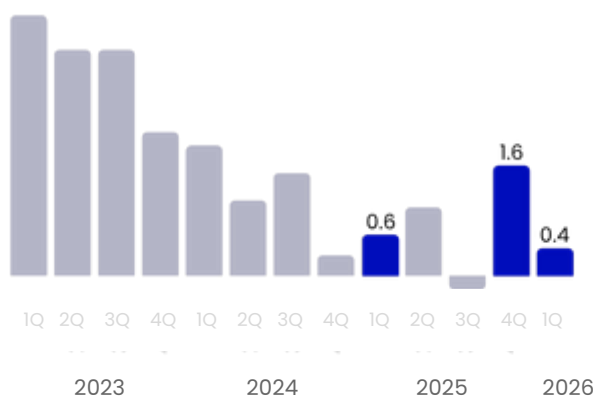
**USMCA review creates economic uncertainty:** The U.S. seeks to tighten rules of origin for the automotive sector and strengthen controls in strategic sectors.

## b. Economic indicators

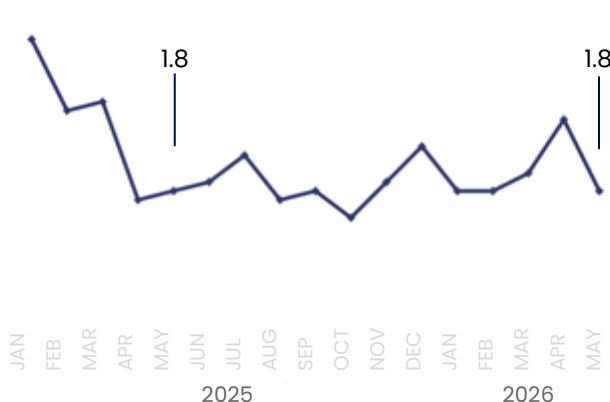
The Mexican economy has shown mixed signals in the first five months of the year. There were increases in exports and wages, and working poverty continues to trend downward; however, the economy is barely growing, private investment is not rebounding—despite the government’s efforts to create certainty—service inflation remains high, and consumer and business confidence continues to deteriorate.

It is estimated that the World Cup will increase annual GDP by just 0.1% due to the 13 of 104 matches (78 in the U.S. and 13 in Canada) that Mexico will host. Although it will benefit the consumer sector, no significant changes are expected in the trajectory of GDP or in the projected growth of the host cities.

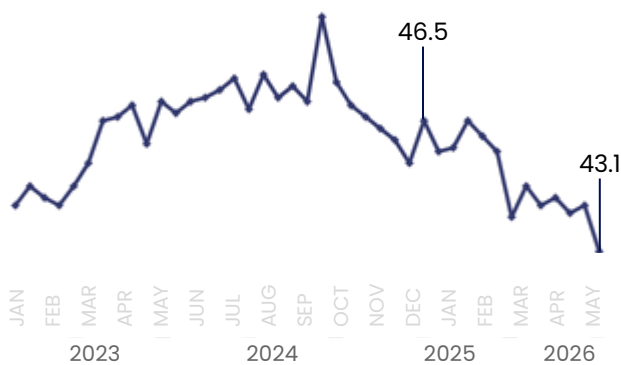
**Figure 1. Mexico GDP Growth, Quarterly Annual Change, 2023–2026**



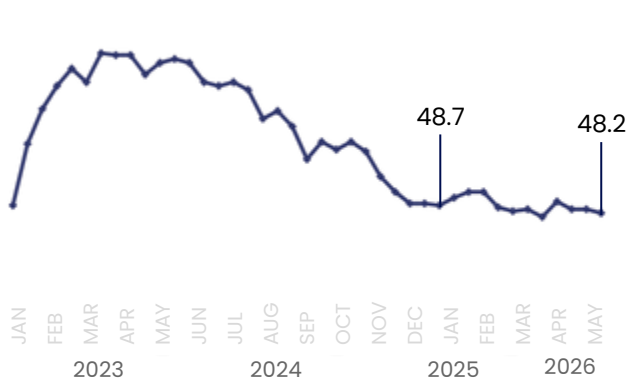
**Figure 2. GDP Forecasts for 2026 (%)**



**Figure 3. Consumer Confidence Index (Jan. 23–May 26)**



**Figure 4. Overall Business Confidence Index, original figures (Jan 23–May 26)**

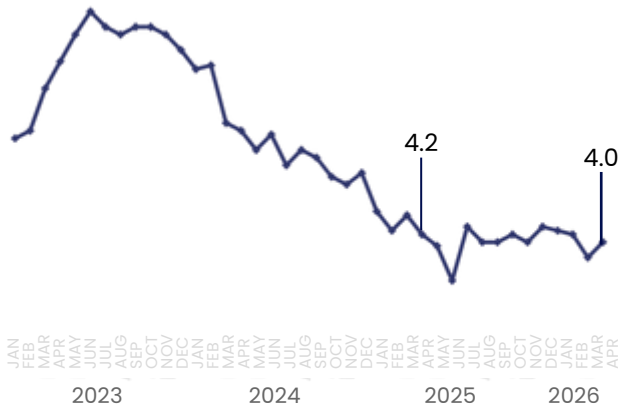


| Annual pp change (same month) | Monthly pp change |
|-------------------------------|-------------------|
| <b>-3.4</b>                   | <b>-1.2</b>       |

| Annual Change (Same Month) | Monthly pp change |
|----------------------------|-------------------|
| <b>-0.5</b>                | <b>-0.2</b>       |

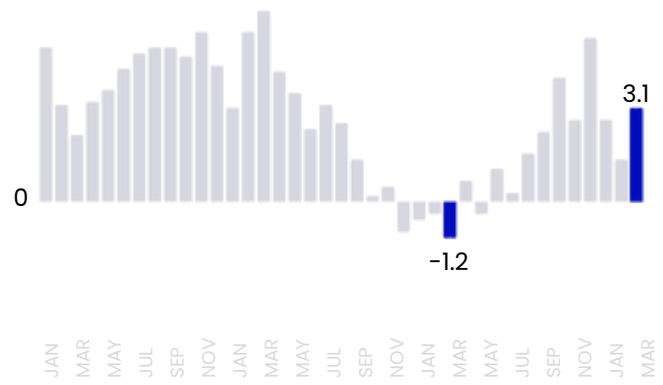
**Source:** Author’s own calculations using data from INEGI and Bank of Mexico

**Figure 5. Total payroll of workers registered with the IMSS, real annual change (Jan 23–Apr 26)**



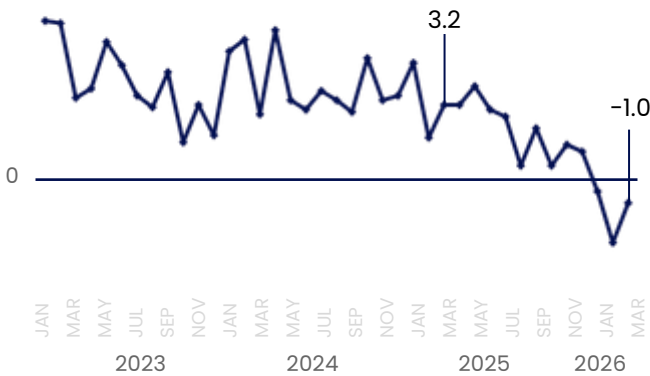
| Annual % change (same month) |
|------------------------------|
| <b>4.0</b>                   |

**Figure 6. Private consumption indicator, annual change (Jan 23–Mar 26)**



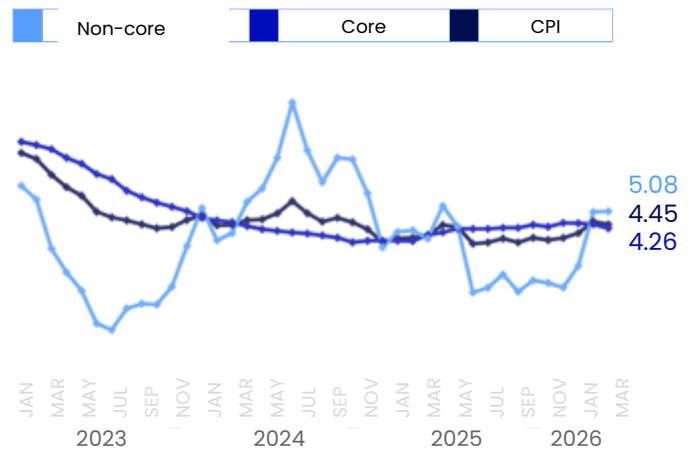
| Annual % change (same month) |
|------------------------------|
| <b>3.1</b>                   |

**Figure 7. Sales of services, annual change (Jan 23–Mar 26)**



| Annual percentage change (same month) | Monthly pp change |
|---------------------------------------|-------------------|
| <b>-1.0</b>                           | <b>6.0</b>        |

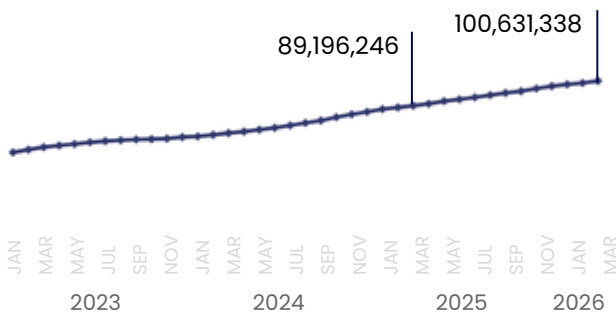
**Figure 8. Inflation, annual rate (Jan 23–Apr 26)**



|          | Annual pp (same month) | Monthly percentage change |
|----------|------------------------|---------------------------|
| CPI      | <b>0.52</b>            | <b>-0.14</b>              |
| Core     | <b>0.33</b>            | <b>-0.19</b>              |
| Non-core | <b>1.32</b>            | <b>0.03</b>               |

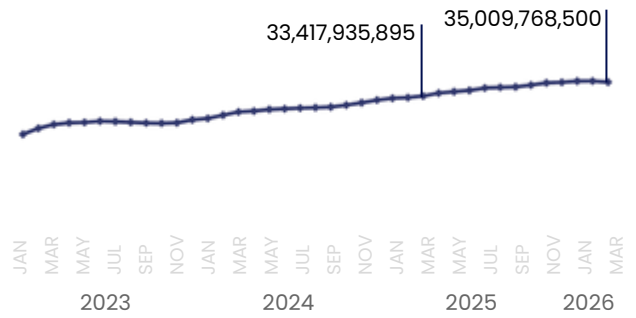
**Source:** Author's own calculations based on data from INEGI and the Bank of Mexico

**Figure 9. International travelers  
(Jan 23–Mar 26)**



| Annual % change<br>(same period) | Monthly % change |
|----------------------------------|------------------|
| <b>12.8</b>                      | <b>1.0</b>       |

**Figure 10. Total spending by international  
travelers (Jan 23–Mar 26)**



| Annual % change<br>(same period) | Monthly % change |
|----------------------------------|------------------|
| <b>4.8</b>                       | <b>-0.4</b>      |

**Source:** Author's own calculations based on INEGI data



## c. Security indicators (high-impact crimes)

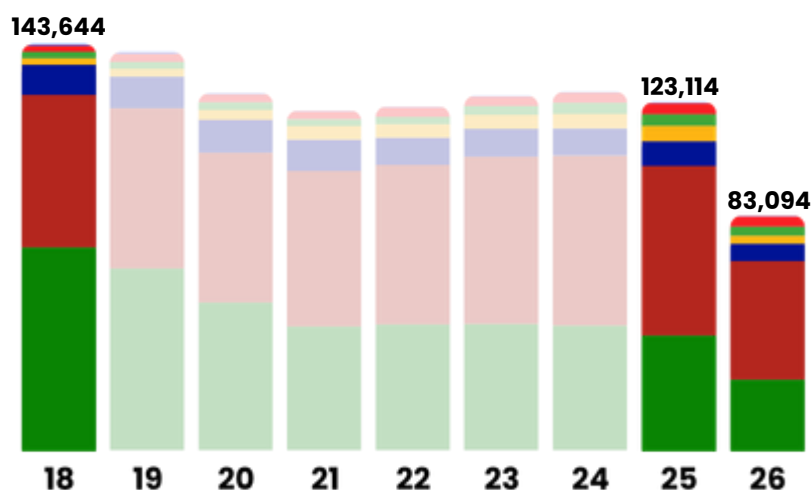
The security strategy was tightened starting in late 2024 in response to pressure from the U.S., as reflected in the designation of five Mexican criminal organizations as terrorist groups in 2025, threats of intervention, and accusations against government officials. Official figures report substantial reductions in high-impact crimes: only extortion has remained virtually unchanged (-0.4%).

Nevertheless, the country continues to face a security crisis. Although all high-impact crimes declined between 2025 and 2026, extortion, disappearances, and other crimes against life increased compared to 2018. It is worth noting that Mexico’s intentional homicide rate remains high (17.5 in 2025) compared to the global average (6.1).

**Table 3. Percentage changes in aggregate high-impact crimes, Jan-Apr (2018 vs. 2026 and 2025 vs. 2026)**

| Crime                     | 18 vs. 26    | 25 vs 26     |
|---------------------------|--------------|--------------|
| <b>Total</b>              | <b>-42.2</b> | <b>-28.7</b> |
| Kidnapping                | -61.3        | -16.1        |
| Extortion                 | 60.8         | -0.4         |
| Disappearances            | 44.8         | -20.0        |
| Other crimes against life | 13.6         | -47.0        |
| Intentional homicide      | -45.3        | -21.1        |
| Intentional injury        | -24.5        | -28.4        |
| Vehicle theft             | -63.4        | -31.7        |

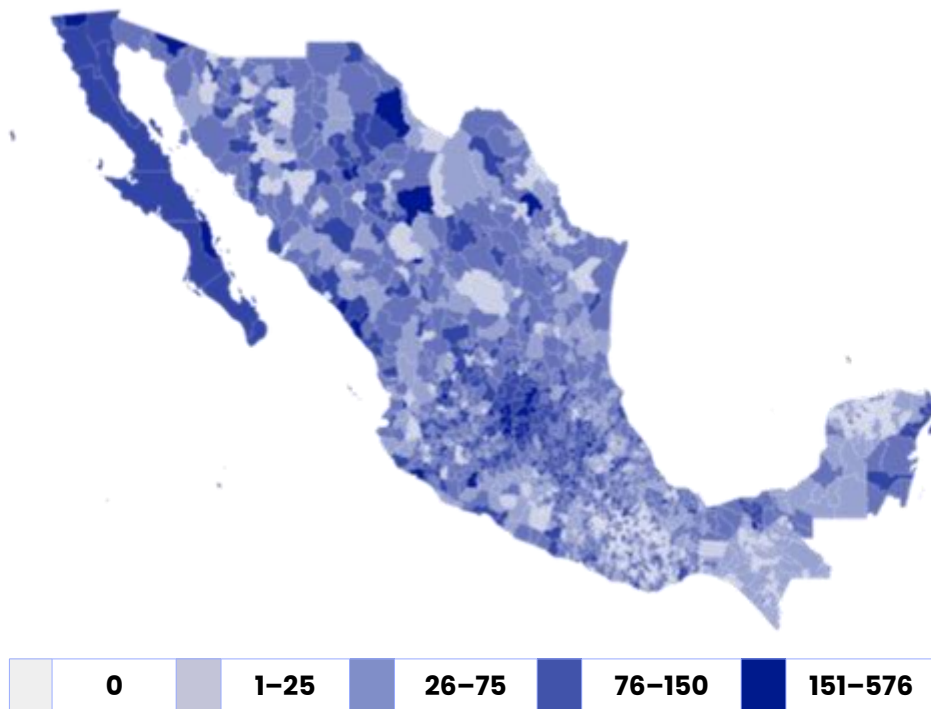
**Figure 11. Total high-impact crimes nationwide, by year, aggregate Jan-Apr**



**Source:** Author’s own compilation using data from SESNSP, INEGI, and CONAPO.

\*Kidnapping, extortion, disappearances, other crimes against life, intentional homicide, intentional assault, vehicle theft.

Map 1. Total high-impact crimes at the municipal level, aggregated January–April 2026



## d. Connectivity and Cybersecurity

The influx of visitors for the 2026 World Cup will significantly increase demand for connectivity in Mexico, especially in stadiums, airports, and tourist areas. Although measures have been approved to temporarily expand access to the spectrum, challenges remain in deploying and ensuring the capacity of telecommunications infrastructure, particularly 5G networks.

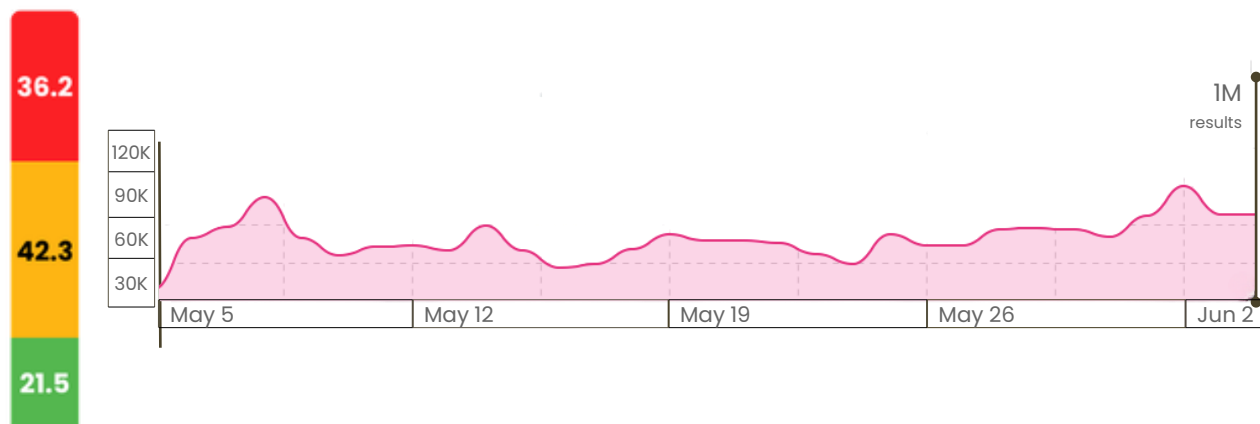
Furthermore, the increased use of public networks, digital applications, and payment systems will heighten cybersecurity risks. Sectors such as tourism, transportation, retail, and financial services will face greater exposure to attacks that could result in data theft, data breaches, operational disruptions, and financial and reputational damage.

## d. Digital Listening

Monitoring of digital media and social media regarding the 2026 FIFA World Cup found that the tournament is not generating enthusiasm among the public: the conversation on digital media and social media is predominantly indifferent, with positive and negative mentions of similar magnitude. On the other hand, host cities are the focus of concerns related to security, infrastructure, and public management.

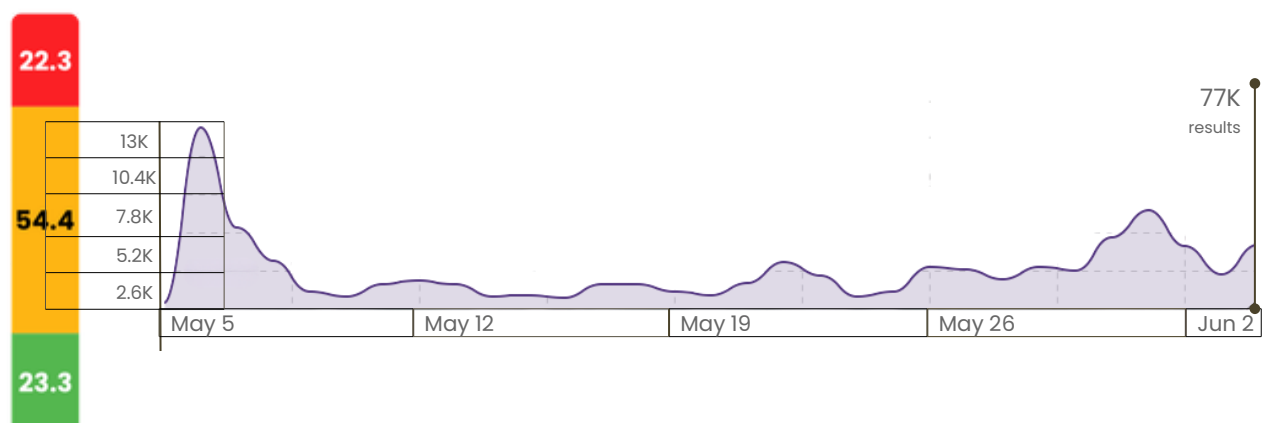
|                    |  |
|--------------------|--|
| <b>"World Cup"</b> | Dominated digital conversation, driven by interest in the tournament, the official album, and international stars. |
|--------------------|--|

Figures 12 and 13. Sentiment analysis (left) and Number of mentions recorded on digital media and social media (right)



|                                |   |
|--------------------------------|---|
| <b>"Mexican National Team"</b> | Conversation surged toward the end of the period due to World Cup preparations, team rosters, players, and advertising campaigns. |
|--------------------------------|---|

Figures 14 and 15. Sentiment analysis (left) and Number of mentions recorded in digital media and social media (right)



## Mexico City



Banorte Stadium, Mexico City, panoramic view

### Political landscape


Since 1997, when the first election for the position of head of government was held (as the president had previously appointed the regent), the city has been governed by left-wing parties: first the PRD and, currently, Morena, which also controls the local Congress and most of the mayoral offices. The opposition holds strategic positions in the Cuauhtémoc and Miguel Hidalgo mayoral districts (both important for their commercial and tourist activity). In the 2027 elections, Mexico City will elect a new local Congress and mayoral administrations.

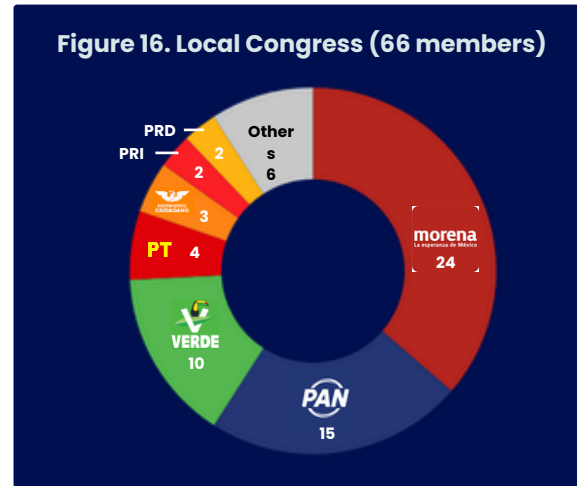
The head of government, Clara Brugada, faces criticism for deficiencies in public services such as water supply, drainage, road quality, and public transportation, exacerbated by shortcomings in preparations for the World Cup. According to polls conducted in May by [El Financiero](#), her approval rating is on the decline, accompanied by a worsening perception of the quality of life in the capital. Additionally, there is a certain degree of lack of coordination between the federal and local governments.

As the seat of the federal government, the city experiences high levels of social unrest, as groups from across the country gather here to voice their demands. In recent weeks, the National Coordination of Education Workers (CNTE) protested at various locations throughout the city and threatened the federal government with boycotting the opening match. Groups of mothers searching for their missing children, animal rights activists, students, merchants, and others have also demonstrated.

## Indicators

### Political

| Party of the Head of Government  |             |           |
|---|-------------|-----------|
|   | %           | Ranking   |
| Head of Government Approval Rating (Apr 2026)   | <b>59.9</b> | <b>7</b>  |
| CS Approval (Apr 2026)  | <b>63.5</b> | <b>21</b> |
| JG-CS Approval Margin (Apr 2026)  | <b>-3.6</b> | <b>8</b>  |



**Source:** Integralia, using data from Consulta Mitofsky and each of the local congresses.

### Economic

**Table 4.** Economic indicators for Mexico City

|                                     | Value              | Ranking   |  | Value        | Ranking   |
|-------------------------------------|--------------------|-----------|--|--------------|-----------|
| Debt Traffic Light 4Q-2025          | <b>Sustainable</b> |           | Year-over-year change in ITAEE Q4 2025 (%) | <b>5.10</b>  | <b>4</b>  |
| Unemployment Q4 2025 (%)            | <b>3.32</b>        | <b>3</b>  | Annual change in unemployment rate (pp)    | <b>-0.67</b> | <b>29</b> |
| FDI, Q4 2025 (million dollars)      | <b>22,381.30</b>   | <b>1</b>  | Year-over-year change in FDI (%)           | <b>55.14</b> | <b>8</b>  |
| Working-poor population Q4 2025 (%) | <b>23.50</b>       | <b>24</b> | Annual change in working poverty (pp)      | <b>1.20</b>  | <b>3</b>  |

**Source:** Integralia, based on data from INEGI, Banco de México, and the Ministry of Economy

### Security

**Table 5.** Safety Indicators for Mexico City

|               | Magnitude, 2026 (Jan-Apr)    |           | Change, 2025-2026 (Jan-Apr) |           |
|---------------|------------------------------|-----------|-----------------------------|-----------|
|               | Rate per 100,000 inhabitants | Ranking   | Percentage change           | Ranking   |
| Extortion     | <b>6.30</b>                  | <b>5</b>  | <b>23.53</b>                | <b>10</b> |
| Femicide      | <b>0.20</b>                  | <b>11</b> | <b>53.06</b>                | <b>6</b>  |
| Vehicle theft | <b>18.00</b>                 | <b>22</b> | <b>-24.05</b>               | <b>23</b> |
| Murder        | <b>3.00</b>                  | <b>16</b> | <b>-14.29</b>               | <b>10</b> |
| Drug dealing  | <b>21.20</b>                 | <b>15</b> | <b>-17.19</b>               | <b>27</b> |

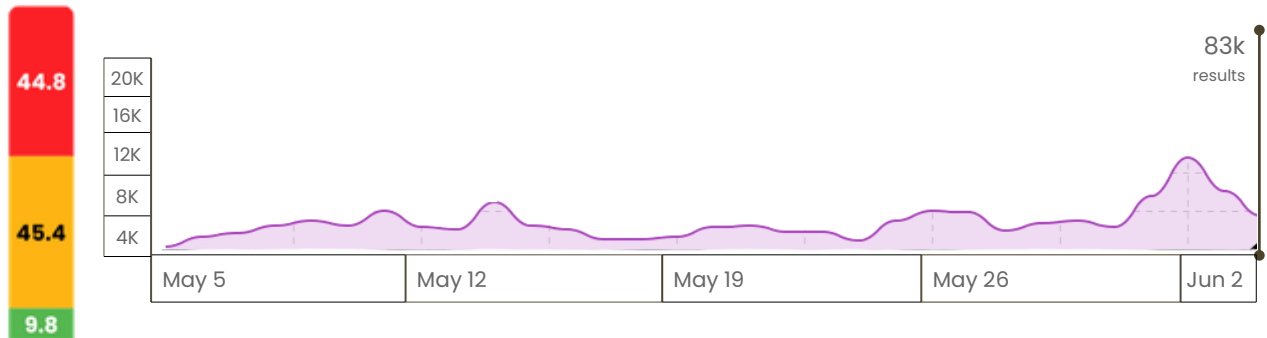
**Source:** Integralia's compilation using data from SESNSP, INEGI, and CONAPO.

## Digital Listening

### "World Cup & Mexico City"

The conversation saw the greatest polarization due to debates on public works, mobility, and security, as well as criticism regarding the use of public resources, urban impacts, and social issues.

Figures 17 and 18. Sentiment analysis (left) and Number of mentions recorded in digital media and social media (right)



## Jalisco



Akron Stadium, Zapopan, Jalisco, panoramic view

### Political landscape

It is one of two states governed by Movimiento Ciudadano. In addition to the governorship led by Pablo Lemus, the party governs Guadalajara and Zapopan and holds the largest number of seats in the state legislature. In 2027, mayoral elections and state legislative elections will be held.

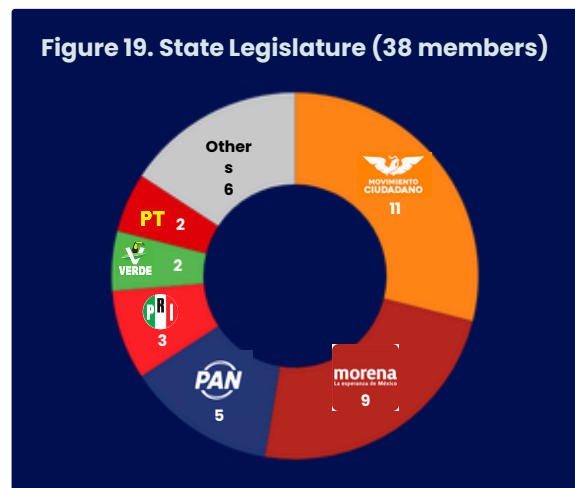
Various peasant organizations seeking improvements in rural areas have joined the protests by mothers searching for their missing loved ones due to the crisis of disappearances. Additionally, roadblocks are expected by transport organizations.

Meanwhile, in anticipation of the arrival of fans from the Democratic Republic of the Congo for a soccer match, the state government trained 200 doctors to strengthen the detection and timely care of potential Ebola cases.

### Indicators

#### Politicians

| Governor's Party                      | %    | Ranking |
|---------------------------------------|------|---------|
| Governor's Approval Rating (Apr 2026) | 56.9 | 9       |
| CS Approval (Apr 2026)                | 56.6 | 28      |
| Gob-CS Approval Margin (Apr 2026)     | 0.3  | 2       |



Source: Integralia by the author using data from Consulta Mitofsky and each of the local congresses.

## Economic

**Table 6.** Economic indicators for Jalisco

|                                     | Value              | Ranking   |   | Value         | Ranking   |
|-------------------------------------|--------------------|-----------|---|---------------|-----------|
| Debt Traffic Light 4Q-2025          | <b>Sustainable</b> |           | Year-over-year change in ITAEE Q4 2025 (%)      | <b>1.80</b>   | <b>15</b> |
| Unemployment Q4 2025 (%)            | <b>3.06</b>        | <b>5</b>  | Year-over-year change in unemployment rate (pp) | <b>0.93</b>   | <b>2</b>  |
| FDI, Q4 2025 (mdd)                  | <b>193.70</b>      | <b>17</b> | Year-over-year change in FDI (%)                | <b>-34.56</b> | <b>22</b> |
| Working-poor population Q4 2025 (%) | <b>23.90</b>       | <b>23</b> | Annual change in working poverty (pp)           | <b>-1.00</b>  | <b>10</b> |

**Source:** Integralia. Calculations based on data from INEGI, the Bank of Mexico, and the Ministry of Economy

## Safety

**Table 7.** Security indicators for Jalisco

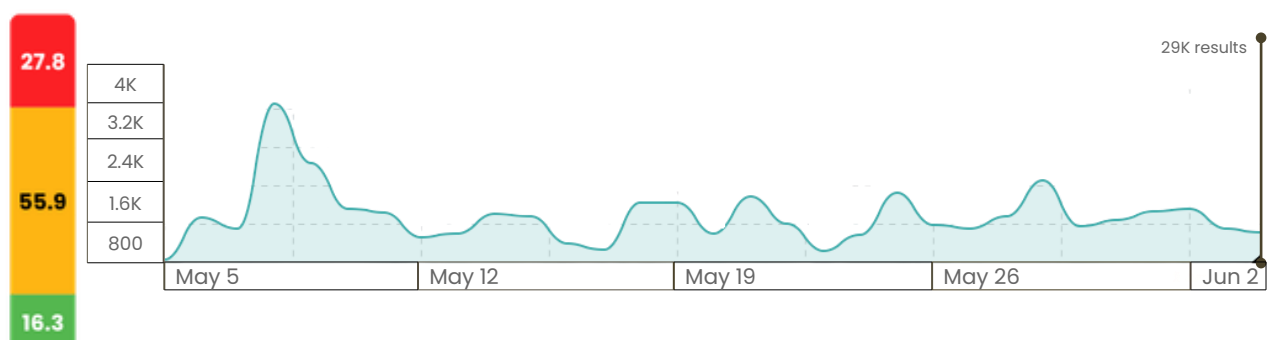
|                          | Magnitude, 2026 (Jan–Apr)    |           | Change, 2025–2026 (Jan–Apr) |           |
|--------------------------|------------------------------|-----------|-----------------------------|-----------|
|                          | Rate per 100,000 inhabitants | Ranking   | Percentage change           | Ranking   |
| Extortion                | <b>1.18</b>                  | <b>19</b> | <b>-32.21</b>               | <b>10</b> |
| Femicide                 | <b>0.08</b>                  | <b>25</b> | <b>-59.84</b>               | <b>23</b> |
| Vehicle theft            | <b>35.87</b>                 | <b>6</b>  | <b>-2.12</b>                | <b>5</b>  |
| Intentional homicide     | <b>3.10</b>                  | <b>15</b> | <b>-45.00</b>               | <b>26</b> |
| Small-scale drug dealing | <b>9.90</b>                  | <b>24</b> | <b>8.79</b>                 | <b>18</b> |

**Source:** Integralia. Analysis based on data from SESNSP, INEGI, and CONAPO.

## Digital streaming

|                                      |   |
|--------------------------------------|---|
| <b>“World Cup &amp; Guadalajara”</b> | The conversation focused on security issues, such as disappearances, and local social problems. |
|--------------------------------------|---|

**Charts 20 and 21. Sentiment analysis (left) and Number of mentions recorded in digital media and social media (right)**



## Nuevo León



BBVA Stadium, Monterrey, Nuevo León, aerial view

### Political landscape


It is also governed by Movimiento Ciudadano. Political power is fragmented: the parliamentary groups of the PAN, PRI, MC, and Morena each have between nine and 10 representatives, which represents a legislative *impasse* for the governor. Furthermore, the capital, Monterrey, is governed by the PRI. García faces scandals over alleged acts of corruption; recently, the local Congress reactivated investigations to pursue impeachment proceedings against him.

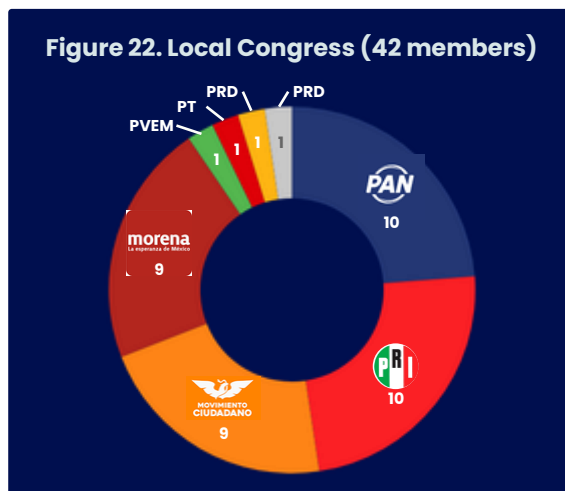
In 2027, the governorship, the local Congress, and the mayoral offices will be up for election. With less than a year to go before the election, we anticipate a close race between MC, Morena, and the PAN-PRI coalition.

As in the rest of the World Cup host cities, protests persist over the crisis of disappearances, as well as demonstrations by environmental groups and groups demanding improvements to public transportation.

## Indicators

### Political

| Governor's Party                      |              |   |
|---------------------------------------|--------------|---|
|                                       |              |  |
|                                       | %            | Ranking   |
| Governor's Approval Rating (Apr 2026) | <b>47.0</b>  | <b>23</b>   |
| CS Approval (Apr 2026)                | <b>64.0</b>  | <b>19</b>   |
| Gob-CS Approval Margin (Apr 2026)     | <b>-17.0</b> | <b>19</b>   |



Source: Integralia, compilation using data from Consulta Mitofsky and each of the local congresses.

### Economic

Table 8. Economic indicators for Nuevo León

|                                     | Value              | Rank      |  | Value        | Ranking   |
|-------------------------------------|--------------------|-----------|--|--------------|-----------|
| Debt Traffic Light 4Q-2025          | <b>Sustainable</b> |           | Year-over-year change in ITAEE Q4 2025 (%) | <b>2.30</b>  | <b>11</b> |
| Unemployment Q4 2025 (%)            | <b>2.78</b>        | <b>10</b> | Annual change in unemployment rate (pp)    | <b>0.17</b>  | <b>13</b> |
| FDI, Q4 2025 (billion USD)          | <b>3,627.60</b>    | <b>2</b>  | Year-over-year change in FDI (%)           | <b>72.89</b> | <b>4</b>  |
| Working-poor population Q4 2025 (%) | <b>19.40</b>       | <b>28</b> | Annual change in working poverty (pp)      | <b>-1.00</b> | <b>10</b> |

Source: Integralia, based on data from INEGI, Banco de México, and the Ministry of Economy

### Security

Table 9. Security indicators for Nuevo León

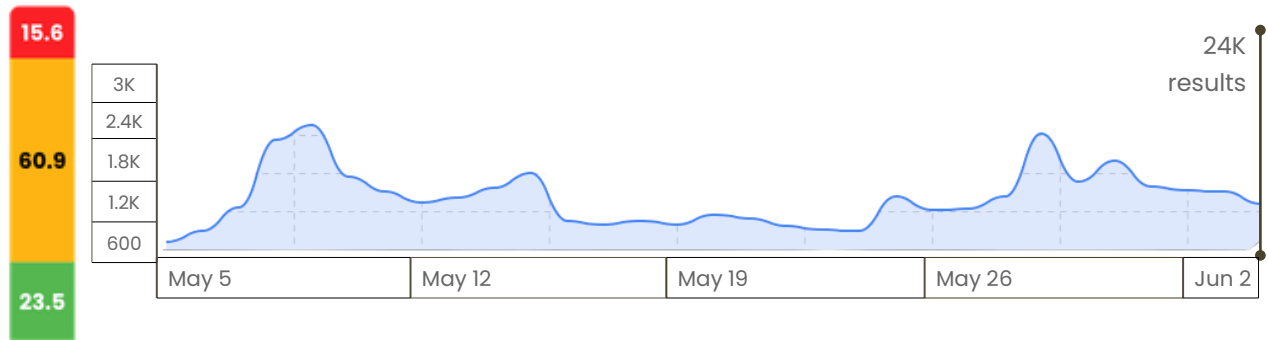
|                          | Magnitude, 2026 (Jan-Apr)    |           | Change, 2025-2026 (Jan-Apr) |           |
|--------------------------|------------------------------|-----------|-----------------------------|-----------|
|                          | Rate per 100,000 inhabitants | Ranking   | Percentage change           | Ranking   |
| Extortion                | <b>5.16</b>                  | <b>7</b>  | <b>3.66</b>                 | <b>10</b> |
| Femicide                 | <b>0.09</b>                  | <b>23</b> | <b>-84.22</b>               | <b>30</b> |
| Vehicle theft            | <b>1.98</b>                  | <b>30</b> | <b>-78.55</b>               | <b>32</b> |
| Intentional homicide     | <b>2.39</b>                  | <b>18</b> | <b>-51.57</b>               | <b>28</b> |
| Small-scale drug dealing | <b>51.63</b>                 | <b>8</b>  | <b>28.97</b>                | <b>14</b> |

Source: Integralia, using data from SESNSP, INEGI, and CONAPO.

## Digital listening

|                         |   |
|-------------------------|---|
| "World Cup & Monterrey" | The conversation generated moderate volume with a relatively favorable sentiment profile compared to other host cities. |
|-------------------------|---|

Figures 23 and 24. Sentiment analysis (left) and Number of mentions recorded in digital media and social media (right)



L-R: Pablo Lemus, governor of Jalisco; Claudia Sheinbaum, president of Mexico; Gabriela Cuevas, coordinator of the federal government's efforts for the 2026 World Cup; Samuel García, governor of Nuevo León; and Clara Brugada, head of government.

# integralia

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