

From the “Yiwu Index” to the 2026 World Cup: How Chinese Sellers Can Leverage Mercado Libre to Explode in the Latin American Market

Do you still remember the 2022 Qatar World Cup?

In that tournament, the most outstanding "champion" might not have been the Argentine team, but the city of **Yiwu in China**.

The data shows that for **every 10 World Cup souvenirs produced globally, 7 of them are made in China** - from flags to jerseys, from mascots to trophies. The small commodities of Yiwu have astonishingly covered the entire gamut of global fans' festive memories with their overwhelming speed and scale.

The "Yiwu Index" proved to be a game-changer: Not only has it become a barometer of global economic resilience, but it has also revealed a profound trend - Made in China is shifting from "passively accepting orders" to "actively defining global consumption".



Now, every four years, the World Cup arrives once again.

In 2026, the event will be jointly hosted by the United States, Canada and Mexico. The scale of the competition will be expanded to 48 teams, with the number of matches increasing to 104, and it will cover 16 cities.

This time, the opportunities for Chinese manufacturing are no longer merely about "selling goods", but rather - delving deeply into the Latin American market, leveraging Mercado Libre to achieve a leap from "supply chain export" to "brand overseas expansion".



1. 2022 Revelation: How Did Made-in-China Products "Win Before the Start"? 2022 Revelation: How Did Made-in-China Products "Win Before the Start"?

What was the winning formula for Chinese sellers in the 2022 World Cup?

Make advance preparations: As early as 2021, merchants in Yiwu had already started stockpiling goods, with the order cycle lasting for one year.

Flexible supply chain: From design to shipment, it only takes a maximum of 72 hours. This enables us to quickly respond to the sudden surge in orders from "underdog teams".

The rise of online channels: The cross-border e-commerce platform has become the core entry point for secondary distributors to place large orders, resulting in a nearly 50% increase in online sales.

The cultural integration products have a high premium price.: The souvenirs that incorporate local elements can have a price premium of up to three times that of regular items.

These experiences will be fully replicated and upgraded in 2026.

2.New Variable in 2026: The Latin American Market, is About to Boom

Unlike in 2022, among the host countries of the 2026 World Cup, Mexico is the core market in Latin America, and the entire Latin American region is experiencing a golden period for e-commerce.

According to industry predictions:

Starting from May, the demand for national team jerseys in countries like Mexico, Argentina and Brazil will soar;

The home-viewing phenomenon has led to the emergence of necessities such as projectors, portable speakers and camping chairs for the "second viewing area";

The plush toys of mascots, commemorative keychains and children's football sets have become popular items for emotional consumption.



More importantly - the acceptance of Chinese-made products by Latin American consumers has reached an unprecedented level.

In 2025, the export volume of sports goods from Yiwu reached 11.65 billion yuan, increasing by 20.3% compared to the previous year; the export volume to the United States, Canada, and Mexico reached 1.88 billion yuan, increasing by 10%.

And the growth of online channels was particularly rapid: the online orders of some merchants increased by 60% compared to

the previous year, far exceeding the 30% growth rate of offline channels.

This means that – whoever controls the major e-commerce platforms in Latin America will control the traffic access point for the 2026 World Cup.

3.MercadoLibre: The Latin American "Amazon", a golden platform for Chinese sellers

In Latin America, there is a platform that holds a position comparable to that of the Amazon in North America - it is Mercado Libre.

It covers 18 countries including Mexico, Argentina, Brazil, and Chile, with over 150 million users.

By 2025, the GMV will exceed 100 billion US dollars, with an annual growth rate of over 30%.

The platform has launched the "Mundial 2026" special event, and the homepage traffic resource slots are open for registration;

It supports full-ownership and semi-ownership models, and Chinese sellers can enter the market with "no inventory pressure". More importantly - Meiguduo is vigorously supporting Chinese brands.

Launch the "Brand New Product Support Program", offering advertising subsidies and traffic prioritization;
Establish a brand protection mechanism to combat counterfeiting and infringement;

Open the overseas warehouse network, supporting one-stop local shipping in Mexico and Brazil, and shortening the logistics delivery time to 3-5 days.

4 .Are you still able to catch the train now that you've entered?Four. Are you still able to catch the train now that you've entered?

There are less than two months until the opening game in June 2026.

Time is tight, but opportunities still exist.

Based on past experience, the second peak of stock preparation is expected to occur from the end of **April to May**. With the release of the draw results for the group stage, additional orders targeting the advancing teams will surge.

By entering now, you can still:

Make precise product selections: Focus on national team elements, family viewing, and cultural integration as the three blue oceans;

Quickly put products on shelves: Use the "Blue Whale Product Selection Tool" of MercadoLibre to lock in high-potential SKUs;

Crush advertisements: Master the submission skills for "Ofertas Destacadas" (Hot Recommendations) resource positions;

Light asset operation: Through the full-托管 model, the platform is responsible for logistics and after-sales, and you only need to focus on supplying.



5. Action Suggestions: Stop being the "backstage hero" and this time, step onto the stage!

In 2022, we achieved sales success with "Yiwu Manufacturing";

In 2026, we aim to win the market with "Chinese Brands".

Meigaduo is precisely the best platform for this transformation.

**Channel 1: Self-shipment/Overseas Warehouse Model
(Friendly for beginners, 0 threshold for trial)**

This is the most suitable entry point for novice sellers, with very lenient policies.

Business qualifications: Must be a business license from a company in the Chinese mainland or Hong Kong (individual business owners are not accepted for the time being).

Legal representative identity: Provide a scanned copy of the front and back of the legal representative's ID card.

Receiving account: A third-party cross-border receiving account that supports settlement in US dollars or euros (such as Payoneer, PingPong, etc.).

Transaction requirements: There are no mandatory transaction requirements! Even if you are a novice in cross-border e-commerce, as long as you have a business license, you can apply. Of course, if you can provide operating experience or sales records on other platforms (such as Amazon, AliExpress), it will be easier to pass the review.

This model allows you to test the Latin American market at the lowest cost and quickly, and it is truly a "departure package".

Channel 2: Full Custody/Semi-Custody Model (Exclusive for Supply Chain Sellers)

If you are a strong factory, brand owner or trader, Mercado is more inclined to encourage you to join through the "full custody" or "partial custody" model, so as to enjoy the traffic and logistics benefits of the platform.

Business Qualifications: The same as for enterprises from Chinese mainland or Hong Kong, a business license is required.

Flow Requirements: Usually, it is required that the average annual sales volume of the store in the past 12 months is greater than 300,000 US dollars. However, for outstanding sellers with highly competitive products, this threshold can be relaxed.

Supply Chain Capability: This is the key point that the platform examines. You need to prove that you have a stable supply capacity, a fast replenishment cycle (usually ≤ 15 days), and a certain inventory depth.

Brand Qualifications: If you are a brand seller, you need to provide a trademark registration certificate (R mark) or a notification of acceptance (TM mark).