



2026 Key Threats to Digital Trade Americas

The Americas remain an important market for U.S. digital services, supported by longstanding economic relationships and trade agreements such as the U.S.-Mexico-Canada Free Trade Agreement that promote cross-border commerce. However, regulatory developments across the region increasingly threaten the openness and predictability of these markets.

New and existing measures present challenges ranging from data localization and discriminatory taxation to restrictions on digital platforms and online content. Argentina's domestic data storage requirements, Colombia's proposed expansion of digital taxation, and Mexico's new AI-related copyright rules illustrate the growing range of regulatory obstacles facing U.S. companies. These developments underscore the importance of upholding existing trade commitments and preventing unnecessary restrictions on digital commerce.

THE DIGITAL TRADE CHALLENGE



Digital
Services
Taxes



Cloud
and Data
Localization



Platform
Regulation

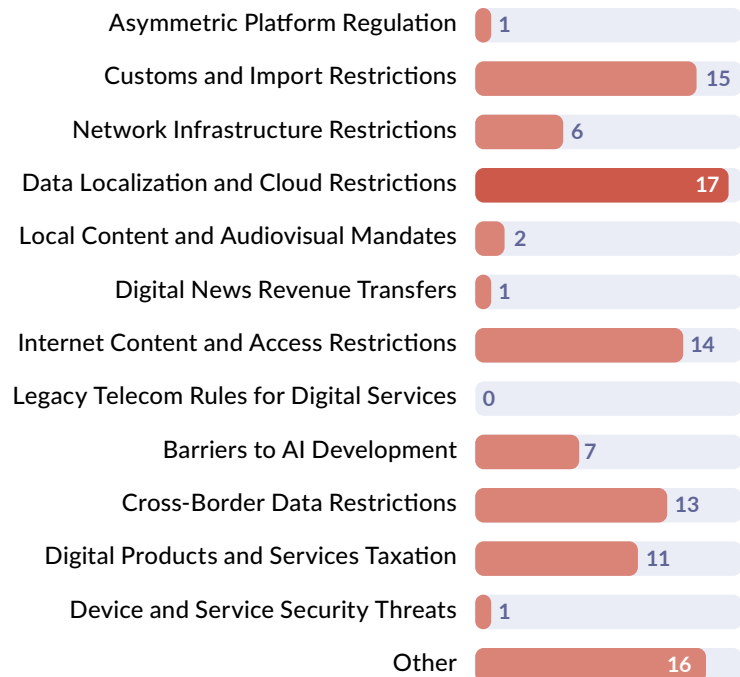
104 Digital Trade Barriers Identified

12 COUNTRIES ANALYZED



Information and data is current as
of October 2026. Learn more at:
digitaltradebarriers.ccianet.org.

DIGITAL TRADE THREAT PROFILE



U.S. DIGITAL SERVICES IMPACT 2025



\$195 billion
U.S. Digital Services
Exports (2025)



\$28 billion
Digital Services Trade
Surplus (2025)

¹ The following is excerpted from CCIA's annual comments submitted to the Office of the U.S. Trade Representative regarding its National Trade Estimate report:
<https://ccianet.org/library/ccia-comments-for-the-2027-ustr-n-te-report/>