

Apparel and Footwear in Mexico

<https://marketpublishers.com/r/A72C8A9BF5FEN.html>

Date: December 2023

Pages: 96

Price: US\$ 2,100.00 (Single User License)

ID: A72C8A9BF5FEN

Abstracts

In 2023, categories within apparel and footwear in Mexico are set to experience diverse trajectories in terms of current value growth. While the overall trend is expected to be positive, apparel accessories is anticipated to continue to see a decline. This downturn can be attributed to prevailing fashion trends favouring a more relaxed style, along with the diminished popularity of cloth face masks, which were a staple during the pandemic. Jeans is also expected to witness a significant slowdown...

Euromonitor International's Apparel and Footwear in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Apparel and Footwear in Mexico
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

APPAREL AND FOOTWEAR IN MEXICO
EXECUTIVE SUMMARY
Apparel and footwear in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 10 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 11 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 12 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

“Barbiecore” strikes Mexico

Less fabric means more style in 2023

Celebrities and influencers: A key component of brand marketing

PROSPECTS AND OPPORTUNITIES

E-commerce keeps growing, despite the end of the pandemic

Sustainable womenswear needs to be holistic: Quality plus responsible sourcing

Shein expands its operation in Mexico, but not without controversy

CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2018-2023

Table 14 Sales of Womenswear by Category: Value 2018-2023

Table 15 Sales of Womenswear by Category: % Volume Growth 2018-2023

Table 16 Sales of Womenswear by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Womenswear: % Value 2019-2023

Table 18 LBN Brand Shares of Womenswear: % Value 2020-2023

Table 19 NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 20 LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 21 NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 22 LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 23 NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 24 LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 25 NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 26 LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 27 Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 28 Forecast Sales of Womenswear by Category: Value 2023-2028

Table 29 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 30 Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

MENSWEAR IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifting dress codes favour men's suits

Men are more prone to buy clothing online than women

Music subcultures heavily influence menswear

PROSPECTS AND OPPORTUNITIES

Men's tops set to see ongoing opportunities, thanks to premium brands adopting the casualwear trend

Breaking the mould of masculine aesthetics

Steady rise in second-hand apparel expected

CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2018-2023

Table 32 Sales of Menswear by Category: Value 2018-2023

Table 33 Sales of Menswear by Category: % Volume Growth 2018-2023

Table 34 Sales of Menswear by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Menswear: % Value 2019-2023

Table 36 LBN Brand Shares of Menswear: % Value 2020-2023

Table 37 NBO Company Shares of Men's Nightwear: % Value 2019-2023

Table 38 LBN Brand Shares of Men's Nightwear: % Value 2020-2023

Table 39 NBO Company Shares of Men's Outerwear: % Value 2019-2023

Table 40 LBN Brand Shares of Men's Outerwear: % Value 2020-2023

Table 41 NBO Company Shares of Men's Swimwear: % Value 2019-2023

Table 42 LBN Brand Shares of Men's Swimwear: % Value 2020-2023

Table 43 NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 44 LBN Brand Shares of Men's Underwear: % Value 2020-2023

Table 45 Forecast Sales of Menswear by Category: Volume 2023-2028

Table 46 Forecast Sales of Menswear by Category: Value 2023-2028

Table 47 Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

Table 48 Forecast Sales of Menswear by Category: % Value Growth 2023-2028

CHILDRENSWEAR IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Film releases take childrenswear by storm

Internet-savvy Millennial parents boost online demand for children's clothing

New foreign brands have arrived in the Mexican market

PROSPECTS AND OPPORTUNITIES

Ongoing decline in the birth rate expected, suppressing volume growth potential for childrenswear

The message of sustainability gets louder in childrenswear

Second-hand clothing set to keep growing in childrenswear

CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2018-2023

Table 50 Sales of Childrenswear by Category: Value 2018-2023

Table 51 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 52 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 54 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 55 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 56 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 58 Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

SPORTSWEAR IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

A reduction in imports reveals overstock problems for industry giants

Players seek to connect with Mexican pop culture to promote new product lines

Mexicans are possessed by sneaker fever

PROSPECTS AND OPPORTUNITIES

Increased interest in exercise amongst Mexicans to be a key growth driver

App-based communities as marketing tools for sportswear brands

Reebok is evolving in the Mexican market

CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2018-2023

Table 60 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Sportswear: % Value 2019-2023

Table 62 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 63 Distribution of Sportswear by Format: % Value 2018-2023

Table 64 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

JEANS IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

After updating their wardrobes, demand for jeans stalls amongst Mexicans in 2023

More Mexicans seek to buy their jeans through e-commerce

Inflationary pressures modify Mexicans' purchasing preferences

PROSPECTS AND OPPORTUNITIES

Smart fabric trousers pose a challenge for jeans

Celebrities have spoken: Looser jeans are in fashion

Innovation towards sustainability will be key moving forward

CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2018-2023

Table 67 Sales of Jeans by Category: Value 2018-2023

Table 68 Sales of Jeans by Category: % Volume Growth 2018-2023

Table 69 Sales of Jeans by Category: % Value Growth 2018-2023

Table 70 Sales of Men's Jeans by Category: Volume 2018-2023

Table 71 Sales of Men's Jeans by Category: Value 2018-2023

Table 72 Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 73 Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 74 Sales of Women's Jeans by Category: Volume 2018-2023

Table 75 Sales of Women's Jeans by Category: Value 2018-2023

Table 76 Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 77 Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Jeans: % Value 2019-2023

Table 79 LBN Brand Shares of Jeans: % Value 2020-2023

Table 80 Forecast Sales of Jeans by Category: Volume 2023-2028

Table 81 Forecast Sales of Jeans by Category: Value 2023-2028

Table 82 Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 83 Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 84 Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 85 Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 86 Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 87 Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 88 Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 89 Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 90 Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 91 Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

HOSIERY IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sheer hosiery is sought by women to complement formal attire

Physical stores drive sales, but informal markets loom as the greatest challenge

Bright and colourful socks add a touch of individual style to outfits

PROSPECTS AND OPPORTUNITIES

IP partnerships for trendy socks is a strategy which is set to continue

Strong sports trend will continue to promote technical socks and stockings

Non-sheer hosiery will continue to become more casual overall

CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2018-2023

Table 93 Sales of Hosiery by Category: Value 2018-2023

Table 94 Sales of Hosiery by Category: % Volume Growth 2018-2023

Table 95 Sales of Hosiery by Category: % Value Growth 2018-2023

Table 96 NBO Company Shares of Hosiery: % Value 2019-2023

Table 97 LBN Brand Shares of Hosiery: % Value 2020-2023

Table 98 Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 99 Forecast Sales of Hosiery by Category: Value 2023-2028

Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 101 Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

APPAREL ACCESSORIES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifting fashion preferences underscore the decline of apparel accessories

Is the fate of reusable face masks finally sealed?

Seasonal sales to favour gloves and scarves

PROSPECTS AND OPPORTUNITIES

Beltless chic

Loosening the knot: Modern Mexican fashion sees the decline of ties

The rise of sports caps in modern Mexico amidst the decline of traditional hats

CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 103 Sales of Apparel Accessories by Category: Value 2018-2023

Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 105 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 106 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 107 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 109 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 111 Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

FOOTWEAR IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Challenges for footwear in Mexico

Parents seek good-quality, lower-priced options for their children's footwear

"Dupe" culture leads trends in fast fashion apparel and footwear

PROSPECTS AND OPPORTUNITIES

Growing penetration of e-commerce in footwear in Mexico

Mexico taking strides towards nearshoring

The growing challenge of counterfeit footwear

CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2018-2023

Table 113 Sales of Footwear by Category: Value 2018-2023

Table 114 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 115 Sales of Footwear by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Footwear: % Value 2019-2023

Table 117 LBN Brand Shares of Footwear: % Value 2020-2023

Table 118 Distribution of Footwear by Format: % Value 2018-2023

Table 119 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 120 Forecast Sales of Footwear by Category: Value 2023-2028

Table 121 Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Footwear by Category: % Value Growth 2023-2028

I would like to order

Product name: Apparel and Footwear in Mexico

Product link: <https://marketpublishers.com/r/A72C8A9BF5FEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A72C8A9BF5FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970