

Childrenswear in Mexico

<https://marketpublishers.com/r/C64C4AA3B73EN.html>

Date: December 2023

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: C64C4AA3B73EN

Abstracts

Films targeted towards children, or those featuring iconic childhood characters, significantly influence childrenswear trends. Licensing has always been essential to boost sales in this category, especially with the regular release of children's films. However, there are instances when certain films surpass all expectations, as was the case with The Super Mario Bros Movie and Barbie in 2023. Premiering in Mexico in early April 2023, on the eve of Children's Day, The Super Mario Bros Movie broke...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

Get a detailed picture of the Childrenswear 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

Childrenswear in Mexico
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

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

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 11 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 12 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 13 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 14 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 16 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 17 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 18 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 19 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 20 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 21 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 22 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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