

Sportswear in Mexico

<https://marketpublishers.com/r/S0069548F1BEN.html>

Date: December 2023

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: S0069548F1BEN

Abstracts

In 2022, buoyed by post-pandemic recovery optimism, sportswear giants such as adidas and Nike significantly ramped up their import volumes. However, by 2023, the import volumes for these two brands were seeing a sharp decline, especially when comparing the first six months of the year with the same period from the previous year. Yet, Mexican consumers continue to have a penchant for imported products – primarily favouring those from Asian countries due to their affordable pricing, with many of t...

Euromonitor International's Sportswear 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: Sports Apparel, Sports Footwear.

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

Why buy this report?

Get a detailed picture of the Sportswear 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

Sportswear in Mexico
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

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

Table 9 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 10 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 11 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 13 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 14 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 15 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 16 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 17 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 18 Forecast Sales of Apparel and Footwear by Category: % Volume Growth
2023-2028

Table 19 Forecast Sales of Apparel and Footwear by Category: % Value Growth
2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Sportswear in Mexico

Product link: <https://marketpublishers.com/r/S0069548F1BEN.html>

Price: US\$ 990.00 (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/S0069548F1BEN.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