

# Womenswear in Mexico

<https://marketpublishers.com/r/WB43330894FEN.html>

Date: December 2023

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: WB43330894FEN

## Abstracts

In 2023, the release of the Barbie film in the middle of the year had an astounding impact on womenswear, giving rise to the “Barbiecore” trend, whereby enthusiasts sought to emulate the iconic dolls’ outfits and colour palettes. This trend endured for months after the film’s debut. The Confederation of National Chambers of Commerce, Services and Tourism (Concanaco-Servytur) noted a “significant” surge in demand for pink products following the film’s release. Apparel, personal care, and beauty p...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

Get a detailed picture of the Womenswear 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

Womenswear in Mexico  
Euromonitor International  
December 2023

### LIST OF CONTENTS AND TABLES

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 1 Sales of Womenswear by Category: Volume 2018-2023  
Table 2 Sales of Womenswear by Category: Value 2018-2023  
Table 3 Sales of Womenswear by Category: % Volume Growth 2018-2023  
Table 4 Sales of Womenswear by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Womenswear: % Value 2019-2023  
Table 6 LBN Brand Shares of Womenswear: % Value 2020-2023  
Table 7 NBO Company Shares of Women's Nightwear: % Value 2019-2023  
Table 8 LBN Brand Shares of Women's Nightwear: % Value 2020-2023  
Table 9 NBO Company Shares of Women's Outerwear: % Value 2019-2023  
Table 10 LBN Brand Shares of Women's Outerwear: % Value 2020-2023  
Table 11 NBO Company Shares of Women's Swimwear: % Value 2019-2023  
Table 12 LBN Brand Shares of Women's Swimwear: % Value 2020-2023  
Table 13 NBO Company Shares of Women's Underwear: % Value 2019-2023  
Table 14 LBN Brand Shares of Women's Underwear: % Value 2020-2023  
Table 15 Forecast Sales of Womenswear by Category: Volume 2023-2028  
Table 16 Forecast Sales of Womenswear by Category: Value 2023-2028  
Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028  
Table 18 Forecast Sales of Womenswear 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 19 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 20 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 25 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 28 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 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: Womenswear in Mexico

Product link: <https://marketpublishers.com/r/WB43330894FEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/WB43330894FEN.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