

Womenswear in Mexico

Market Direction | 2022-12-29 | 30 pages | Euromonitor

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Report description:

The post-pandemic landscape and return to out-of-home activities, from professional to sociable, have inspired women to update their wardrobes with a view to paying more attention to their appearances again. Indeed, we are seeing a strong rebound to pre-pandemic levels due to this change in consumer activities. Trends are also shifting, for example as seen with a return to slightly more professional/formal attire, such as suits, shirts, blouses, and also dresses, as women have started to dress u...

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 2017-2021 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 2026 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.

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Sales rebound and trends reverse in a post-pandemic landscape

Swimwear continues its rebound, thanks to resumption of reactivation of travel industry

Women's consumption habits have changed, thus players adapt their strategies accordingly

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