

## **Childrenswear in Mexico**

Market Direction | 2023-12-08 | 20 pages | Euromonitor

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### **Report description:**

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.

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

New foreign brands have arrived in the Mexican market

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