

Womenswear in Mexico

Market Direction | 2023-12-08 | 30 pages | Euromonitor

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Report description:

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.

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Table of Contents:

Womenswear in Mexico
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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

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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

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SOURCES

Summary 1 Research Sources

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