

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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