

# Womenswear in Mexico

December 2023

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#### Womenswear in Mexico - Category analysis

# **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

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