

# Menswear in Mexico

December 2023

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#### Menswear in Mexico - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Shifting dress codes favour men's suits Men are more prone to buy clothing online than women Music subcultures heavily influence menswear

# PROSPECTS AND OPPORTUNITIES

Men's tops set to see ongoing opportunities, thanks to premium brands adopting the casualwear trend Breaking the mould of masculine aesthetics Steady rise in second-hand apparel expected

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