

# Footwear in Mexico

December 2023

**Table of Contents** 

## Footwear in Mexico - Category analysis

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Challenges for footwear in Mexico

Parents seek good-quality, lower-priced options for their children's footwear

"Dupe" culture leads trends in fast fashion apparel and footwear

## PROSPECTS AND OPPORTUNITIES

Growing penetration of e-commerce in footwear in Mexico

Mexico taking strides towards nearshoring

The growing challenge of counterfeit footwear

### **CATEGORY DATA**

- Table 1 Sales of Footwear by Category: Volume 2018-2023
- Table 2 Sales of Footwear by Category: Value 2018-2023
- Table 3 Sales of Footwear by Category: % Volume Growth 2018-2023
- Table 4 Sales of Footwear by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Footwear: % Value 2019-2023
- Table 6 LBN Brand Shares of Footwear: % Value 2020-2023
- Table 7 Distribution of Footwear by Format: % Value 2018-2023
- Table 8 Forecast Sales of Footwear by Category: Volume 2023-2028
- Table 9 Forecast Sales of Footwear by Category: Value 2023-2028
- Table 10 Forecast Sales of Footwear by Category: % Volume Growth 2023-2028
- Table 11 Forecast Sales of Footwear by Category: % Value Growth 2023-2028

# Apparel and Footwear in Mexico - Industry Overview

## **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 12 Sales of Apparel and Footwear by Category: Volume 2018-2023
- Table 13 Sales of Apparel and Footwear by Category: Value 2018-2023
- Table 14 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
- Table 15 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
- Table 16 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
- Table 17 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
- Table 18 Distribution of Apparel and Footwear by Format: % Value 2018-2023
- Table 19 Distribution of Apparel and Footwear by Format and Category: % Value 2023
- Table 20 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
- Table 21 Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
- Table 22 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
- Table 23 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

## **DISCLAIMER**

## **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/footwear-in-mexico/report.