Clothing and Footwear Retailing in Mexico- Market Summary and Forecasts

Description:

Summary
Clothing and footwear are two major product sectors in Mexico accounting for 4.3% and 2.1% of the total retail sales in 2014 respectively. A multitude of factors are contributing to the healthy growth of both clothing and footwear market in the country. Improving economic performance, increasing fashion consciousness, increasing disposable income, and the launch of several foreign brands, are driving the sales in Mexico. The increase availability of both clothing and footwear online coupled with rising women participation in labor force is set to drive the robust growth in sales over the next five years.

Key Findings
- Clothing, footwear, accessories, and luxury goods specialists command the major share, accounting for 65.1% and 65.5% of total sales in the clothing and footwear sector respectively

- The rising participation of women in labor force and their desire for a better life will favor retail growth

- Clothing and footwear are expected to be the fastest growing segments with CAGRs of 8.1% and 8.0% over 2014-2019 respectively

- Clothing sales through the online channel are expected to grow at a CAGR of 30% during 2014-2019, to reach MXN14.2 billion in spending, from MXN3.8 billion in 2014

Synopsis
"Clothing and Footwear Retailing in Mexico- Market Summary and Forecasts" is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?

- A thorough analysis of consumer trends changing economic and population factors

- Both qualitative and quantitative insights and analysis of the shifting clothing and footwear retail dynamics for men's clothing, women's clothing, children's clothing, men's footwear, women's footwear, and children's footwear from 2009 to 2019

- Sales of clothing and footwear products through the following channels from 2009 to 2019: Clothing, footwear, accessories and luxury goods specialists; department stores; other specialist retailers; online; hypermarkets, supermarkets and hard-discounters; value, variety stores and general merchandise retailers; other general and non-specialist direct retailers; cash and carries and warehouse clubs and duty free retailers

- An overview of key clothing and footwear retailers operating across Mexico and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on clothing and footwear sector in Mexican retail market and develop a competitive advantage from the start of your supply chain

- Investigate current and forecast behaviour trends in clothing and footwear category to identify the best opportunities to exploit

- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior

- Understand the fastest growing categories including menswear, womenswear, childrenswear, men's footwear, women's footwear and children's footwear in the market, with insights on performance across key channels from 2009, with forecasts until 2019

- Explore novel opportunities that will allow you to align your product offerings and strategies to meet
demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the clothing and footwear market

- Analysis of key international and domestic players operating in the clothing and footwear market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share

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