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

Contents:

1 Introduction
1.1 What is this Report About?
2 Executive Summary and Outlook
3 Market Context
  3.1 A steadily growing economy with opportunities for retailers
  3.1.1 A modest recovery in the economy, indicates a gradual improvement in retail spending
  3.1.2 Declining savings rate shows a revival in retail consumption
  3.1.3 Service remains the dominant sector for employment
  3.1.4 Improving labor market set to drive retail spending
  3.1.5 A stable and low inflation level may influence retail sales growth
  3.1.6 Household consumption expenditure is set to grow with a rise in middle-income households
  3.2 Swelling workforce and social upliftment in the economy will favor retail market
  4 Mexican Shoppers
  4.1 Demand for healthy food on a rise with increasing concerns over obesity
  4.2 Luxury market continues to perform well with low tariffs and improving credit facilities
  4.3 Working women and middle income households driving retail sales
  4.4 Cash on delivery is the most preferred payment option among consumers
  4.5 Increasing inbound tourists offering growth opportunities in retail sector
5 Doing Business in Mexico
  5.1 Summary
  5.1.1 Bureaucracy
  5.1.2 Business culture
  5.1.3 Geography
  5.1.4 Infrastructure and logistics
  5.2 The North American Free Trade (NAFTA) Agreement:
  5.3 Key taxation policies
  5.4 Renewed guidelines for the labelling of processed packed foods
  5.5 Products need to be NOM certified prior importing into Mexico
6 Retail - Product Sectors
  6.1 Product Sector Analysis
  6.1.1 Clothing
  6.1.2 Footwear
  6.2 Clothing and Footwear Category Analysis
  6.2.1 Clothing
  6.2.2 Footwear
  6.3 Major Retailers
  6.3.1 Clothing
  6.3.2 Footwear
7 Appendix
  7.1 Definitions
  7.2 Summary Methodology
  7.2.1 Overview
  7.2.2 The triangulated market sizing method
  7.2.3 Industry surveys in the creation of retail market data
  7.2.4 Quality control and standardized processes
  7.3 About
  7.4 Disclaimer

List of Figures

Figure 1: GDP Values (Current US$) billion, 2008-2014
Figure 2: Growth Rate of GDP (Constant US$), 2008-2014
Figure 3: GDP Value and Growth (MXN billion, %), 2008-2014
Figure 4: Forecasts for GDP Value and Growth (MXN billion, %), 2014-2019
Figure 5: Personal Savings (%), 2004-2014
Figure 6: Share of Employment by Sector (%), 2004 and 2014
Figure 7: Unemployment Rate (%), 2005-2014
Figure 8: Inflation Growth Rates (%), 2004-2014
Figure 9: Household Consumption Expenditure of Mexico (MXN Billion), 2004 and 2014
Figure 10: Household Consumption Expenditure of Major Countries (US$ Billion), 2014
Figure 11: Growth of Household Consumption Expenditure (%), 2004-2014
Figure 12: Total Population and Growth Rate (Millions, %), 2004-2019
Figure 13: Population Split by Gender (%), 2014 and 2019E
Figure 14: Population Split by Age Group (%), 2014 and 2019E
Figure 15: Per Capita Spend on Retail (MXN), 2006 and 2014
Figure 16: Per Capita Spend (MXN) on Retail by Age Group (%), 2006 and 2014
Figure 17: Rural and Urban Populations (% of total population) 2004, 2014 and 2019E
Figure 18: Favorable Demographic Structure of Mexico
Figure 19: Online Payment Methods in Mexico
Figure 20: Number of international arrivals to Mexico (Thousands), 2009 and 2014
Figure 21: Major Cities with High Spend on Retail
Figure 22: Doing Business in Mexico
Figure 23: Share of Clothing in overall Retail 2014 and 2019
Figure 24: Retail Sales Value and Growth (MXN billion, %) of Clothing 2014-2019
Figure 25: Spend-per-Head on Clothing 2014 and 2019
Figure 26: Share of Clothing by Women's Wear, Men's Wear and Children's Wear 2014 and 2019
Figure 27: Childrenswear Sales Value and Growth (MXN billion, %) 2014-2019
Figure 28: Menswear Sales Value and Growth (MXN billion, %) 2014-2019
Figure 29: Womenswear Sales Value and Growth (MXN billion, %) 2014-2019
Figure 30: Online Spend in Clothing 2014-2019
Figure 31: Online Share of Total Clothing Spend 2014 and 2019
Figure 32: Spending per Channel in Clothing (%) 2014 and 2019
Figure 33: Share of Footwear in Total Retail 2014 and 2019
Figure 34: Retail Sales Value and Growth (MXN billion, %) of Footwear 2014-2019
Figure 35: Spend-per-Head on Footwear 2014 and 2019
Figure 36: Share of Footwear by Women's Footwear, Men's Footwear and Children's Footwear 2014 and 2019
Figure 37: Women's Footwear Sales Value and Growth (MXN billion, %) 2014-2019
Figure 38: Men's Footwear Sales Value and Growth (MXN billion, %) 2014-2019
Figure 39: Children's Footwear Sales Value and Growth (MXN billion, %) 2014-2019
Figure 40: Online Spend in Footwear 2014-2019
Figure 41: Online Share of total Footwear Spend 2014 and 2019
Figure 42: Spending per Channel in Footwear (%) 2014 and 2019
Figure 43: Mexico Clothing Retail Sales and Forecast (MXN mn), by Channel Group, 2009-2019
Figure 44: Mexico Clothing Retail Sales and Forecast (MXN mn), by Sub-Category, 2009-2019
Figure 45: Mexico Footwear Retail Sales and Forecast (MXN mn), by Channel Group, 2009-2019
Figure 46: Mexico Footwear Retail Sales and Forecast (MXN mn), by Sub-Category, 2009-2019
Figure 47: The Triangulated Market Sizing Methodology

List of Tables

Table 1: Mexico Clothing Retail Sales (MXN bn), by Product Sub-Category, 2009-2014
Table 2: Mexico Clothing Retail Sales (MXN bn), by Product Sub-Category, 2014-2019
Table 3: Mexico Footwear Retail Sales (MXN bn), by Product Sub-Category, 2009-2014
Table 4: Mexico Footwear Retail Sales (MXN bn), by Product Sub-Category, 2014-2019
Table 5: Mexico Clothing Retail Sales (MXN mn), by Channel Group, 2009-2014
Table 6: Mexico Clothing Retail Sales Forecast (MXN mn), by Channel Group, 2014-2019
Table 7: Mexico Clothing Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 8: Mexico Clothing Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 9: Mexico Clothing Retail Segmentation, by Channel Group, 2009-2019
Table 10: Mexico Clothing Retail Sales (MXN mn), by Sub-Category, 2009-2014
Table 11: Mexico Clothing Retail Sales Forecast (MXN mn), by Sub-Category, 2014-2019
Table 12: Mexico Clothing Retail Sales (US$ mn), by Sub-Category, 2009-2014
Table 13: Mexico Clothing Retail Sales Forecast (US$ mn), by Sub-Category, 2014-2019
Table 14: Mexico Clothing Retail Segmentation, by Sub-Category, 2009-2019
Table 15: Mexico Footwear Retail Sales (MXN mn), by Channel Group, 2009-2014
Table 16: Mexico Footwear Retail Sales Forecast (MXN mn), by Channel Group, 2014-2019
Table 17: Mexico Footwear Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 18: Mexico Footwear Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 19: Mexico Footwear Retail Segmentation, by Channel Group, 2009-2019
Table 20: Mexico Footwear Retail Sales (MXN mn), by Sub-Category, 2009-2014
Table 21: Mexico Footwear Retail Sales Forecast (MXN mn), by Sub-Category, 2014-2019
Table 22: Mexico Footwear Retail Sales (US$ mn), by Sub-Category, 2009-2014
Table 23: Mexico Footwear Retail Sales Forecast (US$ mn), by Sub-Category, 2014-2019
Table 24: Mexico Footwear Retail Segmentation, by Sub-Category, 2009-2019
Table 25: Key Clothing Retailers in Mexico
Table 26: Key Footwear Retailers in Mexico
Table 27: Mexico Exchange Rate MXN-US$ (Annual Average), 2009-2014
Table 28: Mexico Exchange Rate MXN-US$ (Annual Average), 2015-2019
Table 29: Retail Channel Definitions
Table 30: Retail Category Definitions

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