Euromonitor International

Apparel and Footwear Specialists in Mexico

April 2025

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Apparel and Footwear Specialists in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in production means stagnant growth for apparel and footwear specialists in 2024

Inditex sees sales rise while H&M declines despite new store openings

E-commerce sees rapid rises

PROSPECTS AND OPPORTUNITIES

New tariffs aim protect apparel in Mexico, while players invest more in tech

American retailer TJ Maxx to open in Mexico, as players increase social media participation

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Investing in omnichannel capabilities is key for success

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DISCLAIMER

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