



# Apparel and Footwear Specialists in Mexico

March 2024

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## Apparel and Footwear Specialists in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary pressures and the impact of the second-hand market affect apparel and footwear specialists

Retailers continue to invest in e-commerce

Pop-up stores are becoming increasingly popular

#### PROSPECTS AND OPPORTUNITIES

Move towards omnichannel and the phygital environment

Social media will remain a key tool for small retailers

Second-hand market likely to play an increasingly important role in the short term

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The overall number of stores is higher than the pre-pandemic level, but performances differ between grocery and non-grocery retailers

Retailers improve the shopping experience in order to attract consumers

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

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Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

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