

# Jeans in Mexico

December 2024

**Table of Contents** 

# Jeans in Mexico - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Jeans faces a continued slowdown in value growth

Economy and standard options take the lead in growth in jeans

Levi Strauss & Co faces share challenges in Mexico amidst global struggles

# PROSPECTS AND OPPORTUNITIES

Jeans expected to return to stronger growth as Mexican consumer spending rebounds

Sustainability: A key branding tool, but not a decisive factor for buyers

Fashion becomes key driver of online sales

#### CATEGORY DATA

- Table 1 Sales of Jeans by Category: Volume 2019-2024
- Table 2 Sales of Jeans by Category: Value 2019-2024
- Table 3 Sales of Jeans by Category: % Volume Growth 2019-2024
- Table 4 Sales of Jeans by Category: % Value Growth 2019-2024
- Table 5 Sales of Men's Jeans by Category: Volume 2019-2024
- Table 6 Sales of Men's Jeans by Category: Value 2019-2024
- Table 7 Sales of Men's Jeans by Category: % Volume Growth 2019-2024
- Table 8 Sales of Men's Jeans by Category: % Value Growth 2019-2024
- Table 9 Sales of Women's Jeans by Category: Volume 2019-2024
- Table 10 Sales of Women's Jeans by Category: Value 2019-2024
- Table 11 Sales of Women's Jeans by Category: % Volume Growth 2019-2024
- Table 12 Sales of Women's Jeans by Category: % Value Growth 2019-2024
- Table 13 NBO Company Shares of Jeans: % Value 2020-2024
- Table 14 LBN Brand Shares of Jeans: % Value 2021-2024
- Table 15 Forecast Sales of Jeans by Category: Volume 2024-2029
- Table 16 Forecast Sales of Jeans by Category: Value 2024-2029
- Table 17 Forecast Sales of Jeans by Category: % Volume Growth 2024-2029
- Table 18 Forecast Sales of Jeans by Category: % Value Growth 2024-2029
- Table 19 Forecast Sales of Men's Jeans by Category: Volume 2024-2029
- Table 20 Forecast Sales of Men's Jeans by Category: Value 2024-2029
- Table 21 Forecast Sales of Men's Jeans by Category: % Volume Growth 2024-2029
- Table 22 Forecast Sales of Men's Jeans by Category: % Value Growth 2024-2029
- Table 23 Forecast Sales of Women's Jeans by Category: Volume 2024-2029
- Table 24 Forecast Sales of Women's Jeans by Category: Value 2024-2029
- Table 25 Forecast Sales of Women's Jeans by Category: % Volume Growth 2024-2029
- Table 26 Forecast Sales of Women's Jeans by Category: % Value Growth 2024-2029

# Apparel and Footwear in Mexico - Industry Overview

# **EXECUTIVE SUMMARY**

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

### MARKET DATA

Table 27 - Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 28 - Sales of Apparel and Footwear by Category: Value 2019-2024

- Table 29 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 30 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 31 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 32 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 33 Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 34 Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 35 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 36 Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 37 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 38 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

#### 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 focussing 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/jeans-in-mexico/report.