

Womenswear in Mexico

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A Report Description

Fast fashion brands continued to gain strength in 2017, recording above-average growth despite a slowdown after currency devaluation. Mexican culture is aspirational and concerned about appearance, often seeking international labels to follow trends; it is fashionable to wear HandM and Zara, as is using Starbucks.

Euromonitor International's Womenswear in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Womenswear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Contact Information:

Mr. Jeet,

sales@marketresearchnest.com,

USA : +1 (240) 284 8070,

UK : +44 20 3290 4151

