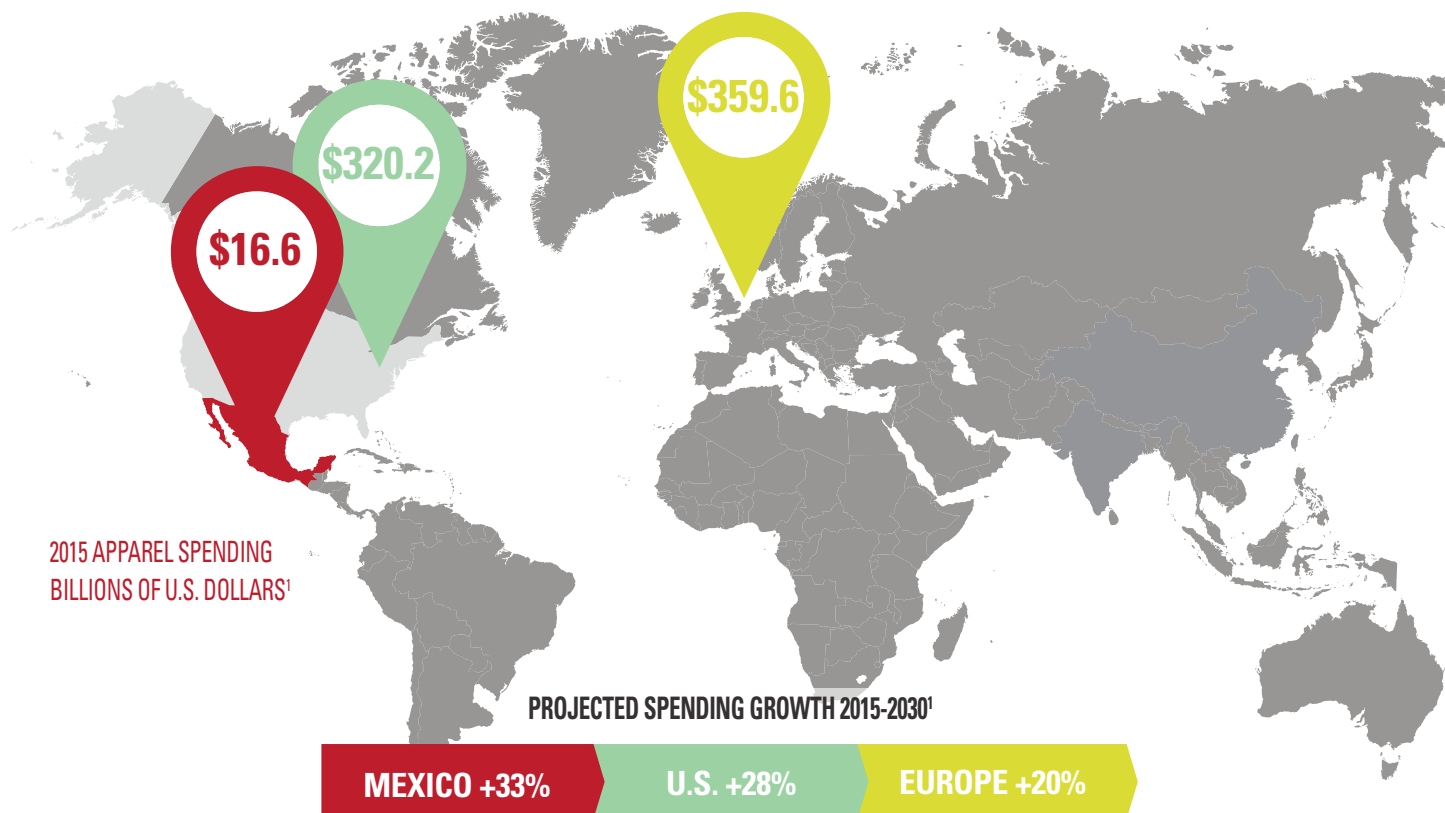


GLOBAL CONSUMER INSIGHTS

GLOBAL LIFESTYLE MONITOR: MEXICO



APPAREL SPENDING



KEY TRENDS



SPENDING

Mexico's apparel market is the second largest in Latin America and projected to grow by a third over the next 15 years.



SHOPPING

Attaining positive results in Mexico will involve tailored advertising, marketing, and products to meet the needs of the country's varied shoppers.



OMNICHANNEL

Providing detailed product information online can reduce consumer concerns, make shoppers more comfortable with the online experience, and possibly increase sales.



SUSTAINABILITY

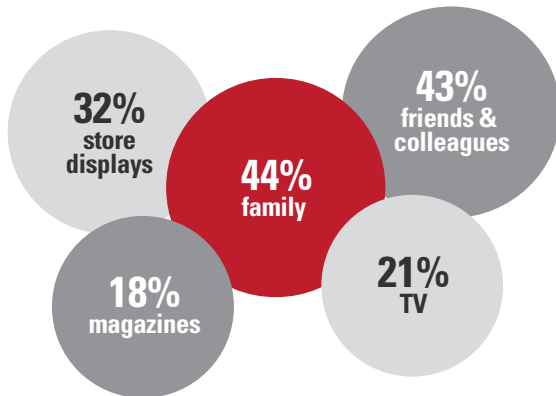
Opportunities exist to market cotton products to satisfy consumers' functional, emotional, and sustainable needs.

GLOBAL LIFESTYLE MONITOR: MEXICO

APPAREL SHOPPING ATTITUDES & HABITS

Robust growth projections of Mexico's apparel spending have motivated brands such as H&M, Gap, Abercrombie, and Amazon to enter and expand in the market. Despite this development, cultural, retail, and economic differences continue to cultivate diverse apparel habits and needs throughout Mexico. Attaining positive results will involve tailored advertising, marketing, and product assortments to meet the needs of the country's varied shoppers.

TOP SOURCES OF CLOTHING IDEAS



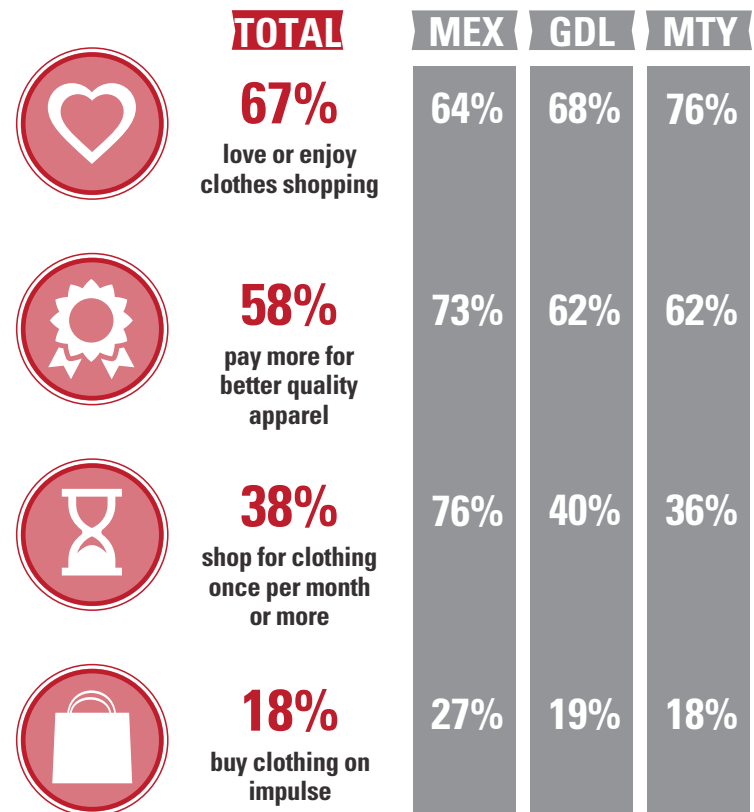
RETAIL CHANNELS SHOPPED MOST OFTEN

MEX = MEXICO CITY · GDL = GUADALAJARA · MTY = MONTERREY

	TOTAL	MEX	GDL	MTY
CHAIN STORES	27%	26%	16%	30%
STREET MARKETS	20%	17%	26%	14%
HYPERMARKETS	16%	13%	6%	17%
INDEPENDENT STORES	15%	18%	21%	16%
DEPARTMENT STORES	11%	12%	14%	10%
OTHER	12%	14%	16%	13%

APPAREL SHOPPING HABITS

MEX = MEXICO CITY · GDL = GUADALAJARA · MTY = MONTERREY



@ HALF of consumers say retailer/brand websites are their top online source of clothing inspiration.

TOP 5 CLOTHING PURCHASE DRIVERS



OMNICHANNEL SHOPPING

A quarter of all online apparel and footwear sales in Latin America are from Mexico; however, this only accounts for 2% of total online spending within Mexico. Tactile and logistical issues may be preventing Mexican consumers from making online apparel purchases. Providing detailed product information online can reduce these concerns and consequently make shoppers more comfortable with the online experience, whether it entails buying apparel online or conducting online research before purchasing in-store.

TOP CONCERNS WHEN SHOPPING FOR CLOTHES ONLINE



66%

clothing quality



58%

inability to try on clothes



58%

information privacy



57%

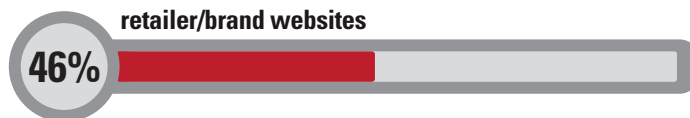
clothing availability



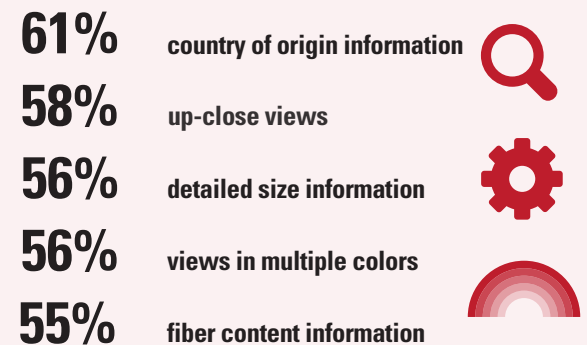
55%

return policies

WHERE CONSUMERS BEGIN THEIR ONLINE SHOPPING JOURNEY



FACTORS THAT COULD INFLUENCE ONLINE SHOPPING DECISIONS



Online apparel & footwear sales are projected to grow 105% from \$456MM in 2015 to \$934MM by 2020¹.

22% SHOP FOR CLOTHING ONLINE & USE THE INTERNET TO...

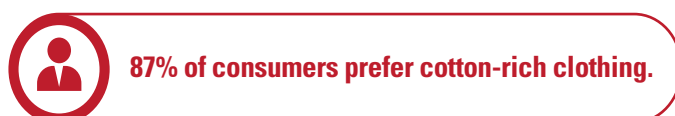
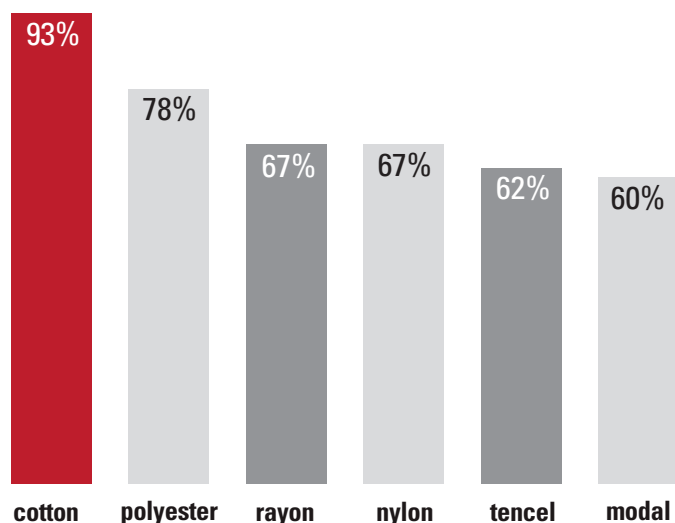


GLOBAL LIFESTYLE MONITOR: MEXICO

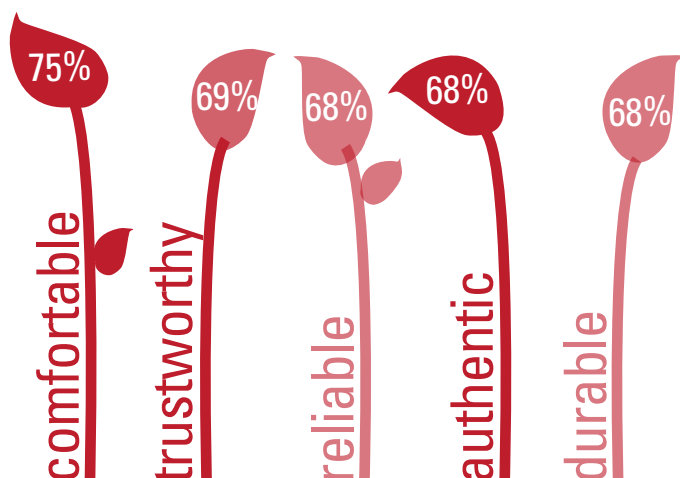
SEEKING SUSTAINABLE APPAREL

Mexican shoppers value sustainability and nearly 2 in 3 seek sustainable apparel in their clothing purchases. Cotton is their preferred fiber due to its ability to meet functional needs for comfort and durability as well as emotional needs for trust and authenticity. As a result, opportunities exist to market cotton products as satisfying consumers' functional, emotional, and sustainable needs.

% SAYING THE FOLLOWING FIBERS ARE SAFE FOR THE ENVIRONMENT



COMPARED TO CLOTHING FROM MANMADE FIBERS, COTTON IS VIEWED AS THE MOST...



TOP SUSTAINABILITY/SOCIAL CONCERNS



**GLOBAL
WARMING**



**FOOD
SAFETY**



**CHILD
LABOR**



**WATER
QUALITY**

SUSTAINABILITY...

when it's lacking, I blame the industry. **69%**

is something I seek in my apparel. **66%**

is important in my apparel purchase. **53%**

TOP CONCERNS REGARDING COTTON PRODUCTION

1. Amount of chemicals & pesticides used
2. Amount of water used
3. Greenhouse gas emissions



COTTON SUSTAINABILITY FACTS

U.S. cotton farmers have reduced pesticide applications by **HALF** over the past 30 years.

Over the past two decades, U.S. cotton farmers have improved water efficiency by approximately 80%.

DISCOVER WHAT COTTON CAN DOSM at CottonToday.CottonInc.com.



Source: Cotton Council International and Cotton Incorporated's *Global Lifestyle Monitor Survey*, a biennial consumer research study. In the 2016 survey, approximately 10,000 consumers (i.e., 1,000 consumers in 10 countries) were surveyed. External Source: Euromonitor International¹