

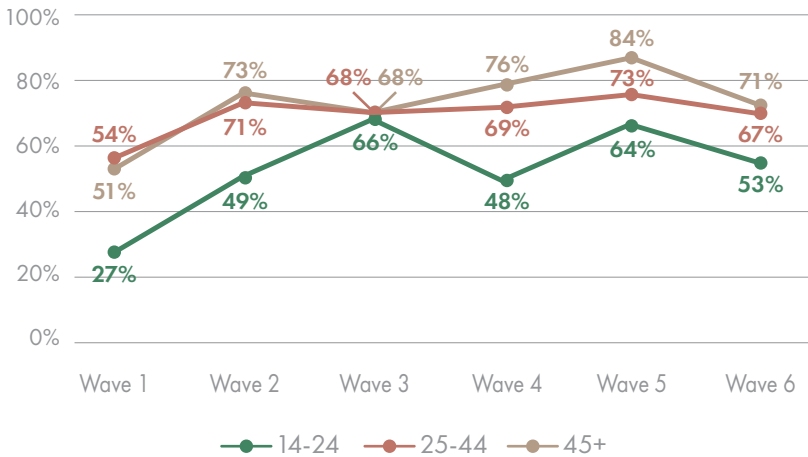


COVID-19 & CONSUMER CONCERNS IN MEXICO

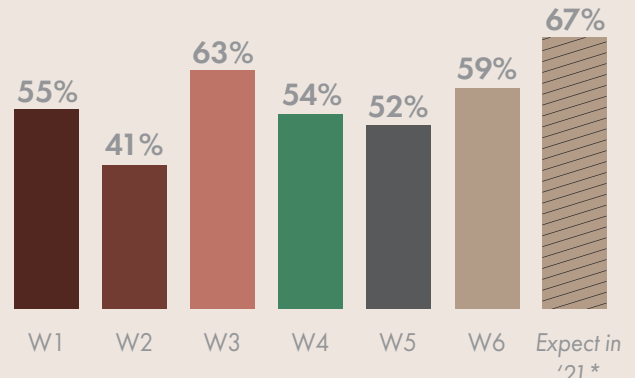
WAVE SIX

THINGS TO KNOW ABOUT...

Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):



Consumers Expect to Spend More % spending more on clothing since the start of the pandemic



*Percentage of consumers expecting to spend more in 2021.



41% feel safe resuming normal, pre-pandemic activities.

91% have purchased or plan to purchase clothing to resume normal activities.



Consumers plan to purchase dressy and casual clothing in anticipation:

Dress pants, skirts, or dresses **36%**



Athleisure **34%**



Activewear **28%**



Dress shirts **26%**



77% say pandemic experience will change the way they shop in the future:

Shop for half or more of clothing online:
Before the pandemic: **16%**
After the pandemic: **35%**



46% will take better advantage of sales



45% will be more purposeful, only buying what I will use



39% will shop for more clothing online



31% will do more research before purchasing clothing