



THINGS TO KNOW ABOUT...

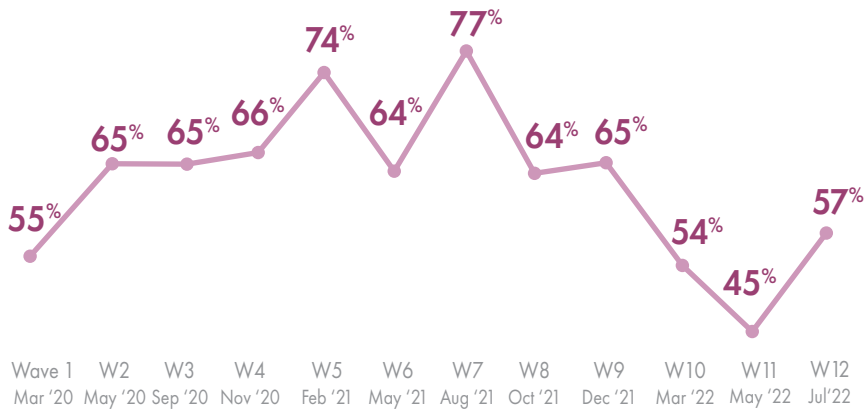
COVID-19 & CONSUMER CONCERNS IN MEXICO

WAVE TWELVE

COPING WITH THE LATEST SURGE

Concern Increases

% who are very concerned about the COVID-19 pandemic:



83%

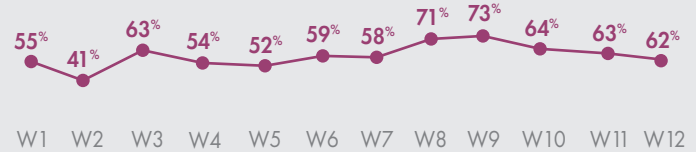
say it will take community a long time to heal

Top Pandemic Concerns:



Clothing Spending Dips

% spending more or the same on clothing since the start of the pandemic



Recent Purchases:

March '22

July '22



T-shirts & Denim Jeans

43% ↗ 63%



Athletic clothing

62% ↘ 47%



Dress clothing

33% ↗ 44%



Loungewear

35% 35%



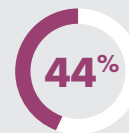
Casual clothing

36% 34%

Occasions for Purchase:



Work



Going out/ Socializing



Exercise/ Recreation



A special occasion



Hanging around the house