



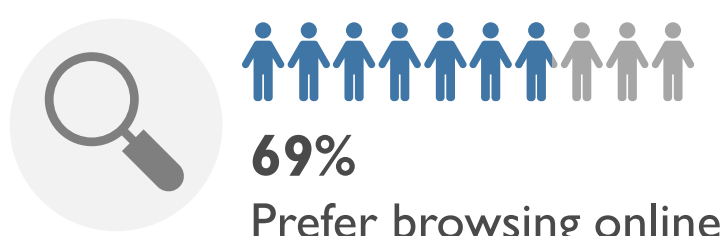
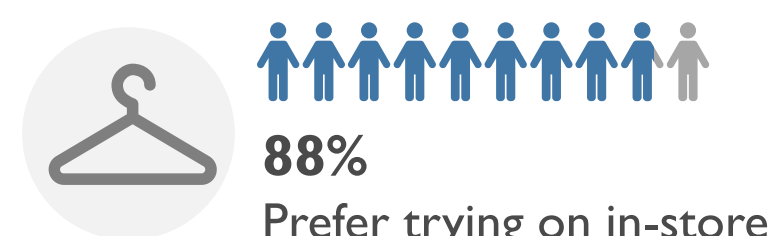
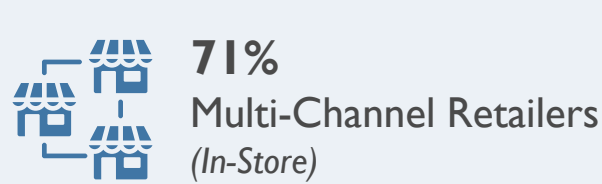
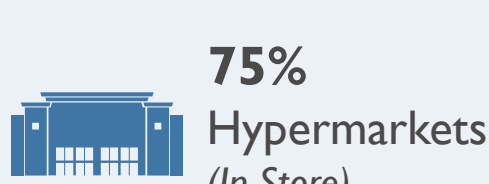
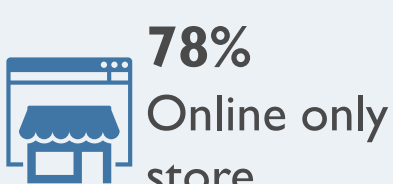
GLOBAL LIFESTYLE MONITOR: MEXICO

SHOPPING TRENDS

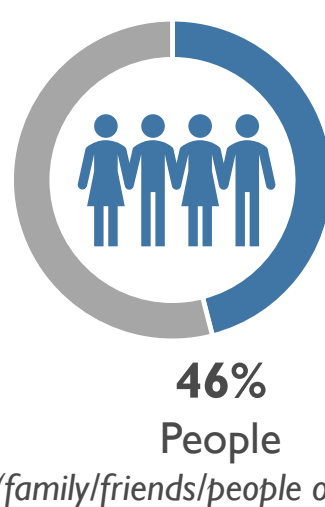
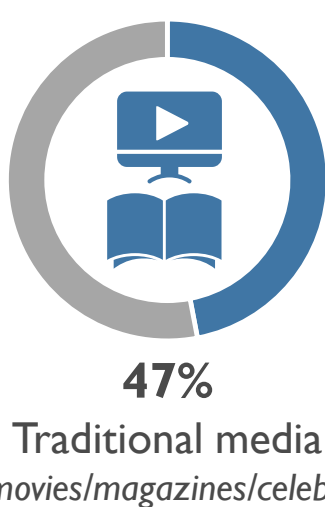
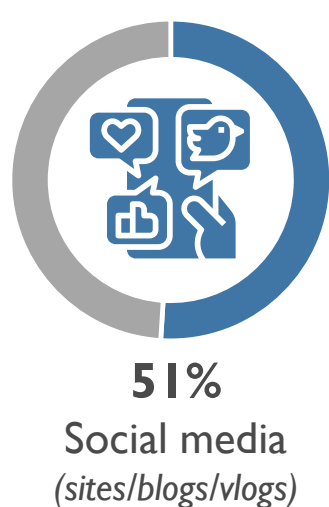


76%
Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing

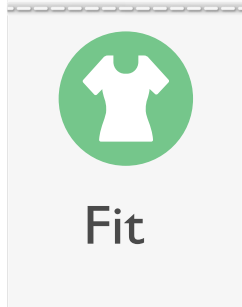
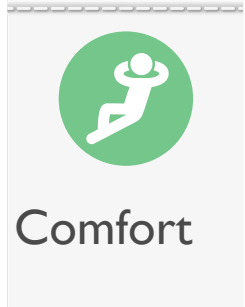


Top Sources of Inspiration

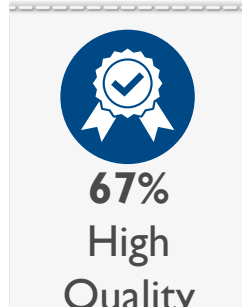
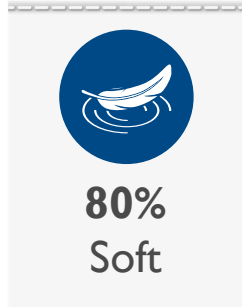
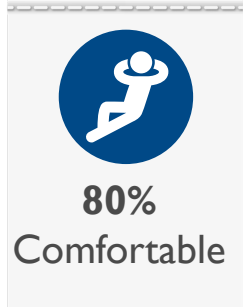


DRIVERS OF CONSUMERS' PURCHASES

Top Drivers

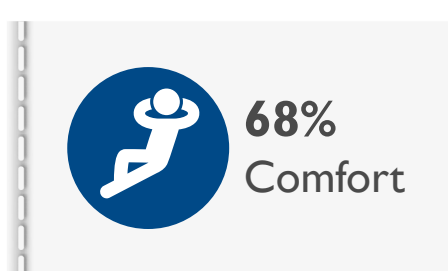


Cotton is the most...

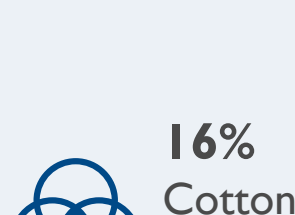
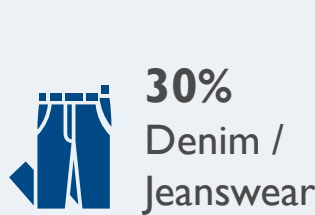


COTTON PREFERENCE

Reasons Willing to Pay More for Cotton



Top Preferred Materials



SUSTAINABILITY

Sustainability Importance

Only purchase sustainable clothing **23%**



Sustainability is a nice to have **47%**



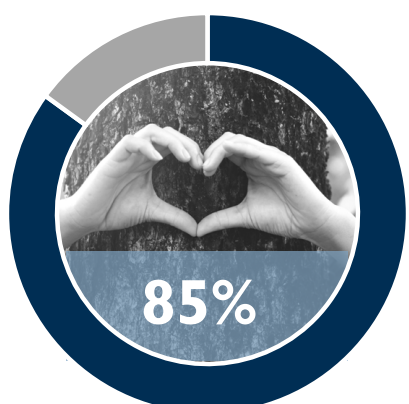
I don't care if clothing is sustainable **8%**



I don't know how to tell if clothing is sustainable **23%**



Concerned about Environmental Change



Safe for the Environment (% Safe)

