GLOBAL CONSUMER

# NSIGHTS

**IN MEXICO** 

**SHOPPING TRENDS** 

 $\uparrow$  = significantly higher in 2025  $\downarrow$  = significantly lower in 2025

Feel very/somewhat optimistic about their financial situation



## Top Retailers Shopped for Clothing







## Top Ways Plan to Shop for Clothing in Next Year







I will buy higher-quality, longer-lasting items

### **Preferred Shopping Method**

Browsing Purchasing 71% 38% Online 62% In-Store

#### **Top Social Media Sources**



## **Drivers** of Consumer **Prefrence**



Comfort



Quality



## Comfortable



## Soft



**Cotton Preference** 

#### High Quality





Cotton



Denim



Cotton blends

Prefer Cotton, Cotton blends, or Denim





**SUSTAINABILITY**  $\uparrow$  = significantly higher in 2025  $\downarrow$  = significantly lower in 2025

Changing how shopping for clothing to reduce environmental impact



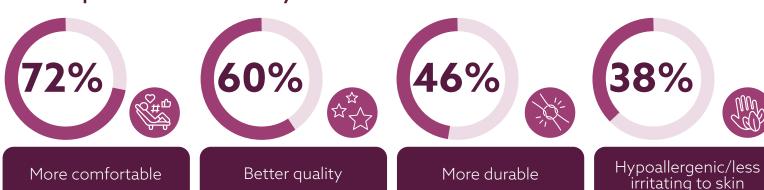
Rely on a sustainability certification or seal to determine if clothing is made in an environmentally friendly manner





Willing to pay more for natural fibers such as cotton

#### Top Reasons Would Pay More for Clothes Made from Natural Fibers



% Say Is Safe for the Environment (Top 5 of 11) 83% **72%** 



56%

54%

51%

44%











Cotton

Wool

Hemp

**Polyester** 

Rayon

Tencel\*

