

GLOBAL CONSUMER INSIGHTS

IN MEXICO

SHOPPING TRENDS

↑ = significantly higher in 2025 ↓ = significantly lower in 2025

78%

Feel very/somewhat optimistic about their financial situation



Top Retailers Shopped for Clothing

89%
Online only store

74%
Warehouse
(In-Store)

73%
Mass merchant
(In-Store)

Top Ways Plan to Shop for Clothing in Next Year

Top Way Plan to Shop

59%

I will buy clothing in the latest styles

91%

I will buy more comfortable clothing

86%

I will do more research so I can get the best value

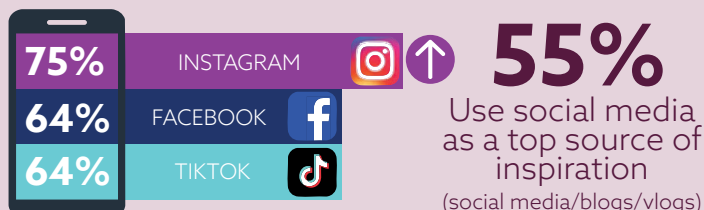
86%

I will buy higher-quality, longer-lasting items

Preferred Shopping Method



Top Social Media Sources



Drivers of Consumer Preference



Comfortable

81%

Soft

81%

High Quality

69%



Cotton



Denim



Cotton blends

89%

Prefer Cotton, Cotton blends, or Denim



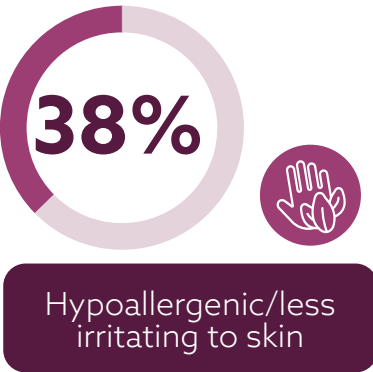
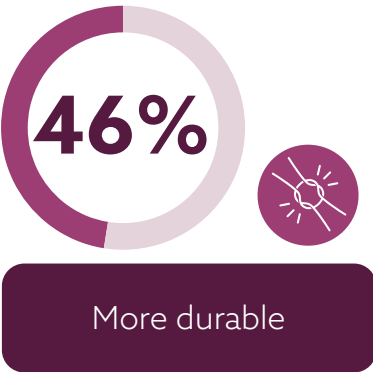
COTTONINC.COM
LIFESTYLEMONITOR.COTTONINC.COM

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Source: Cotton Council International and Cotton Incorporated's Global Lifestyle Monitor™ survey, conducted with n=1,000 consumers in Mexico

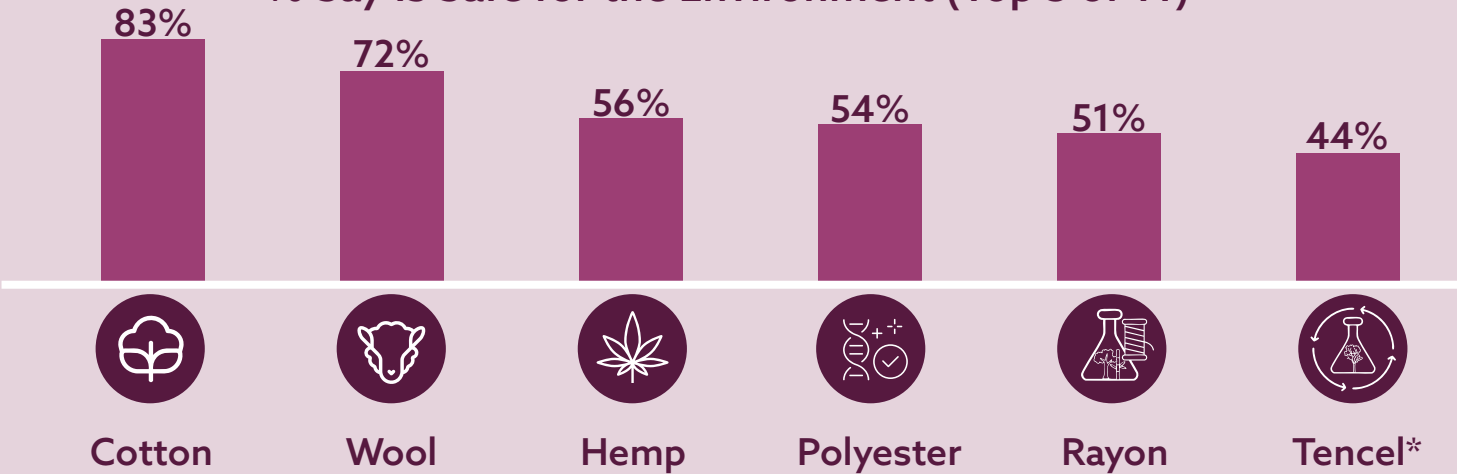
SUSTAINABILITY ↑ = significantly higher in 2025 ↓ = significantly lower in 2025



Top Reasons Would Pay More for Clothes Made from Natural Fibers



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



*Tencel is a trademark of Lenzing