



GLOBAL LIFESTYLE MONITOR: MEXICO



SHOPPING TRENDS



76%

Feel very/somewhat optimistic about their financial situation

Top Retailers Shopped for Clothing



78%

Online only store



75%

Hypermarkets (In-Store)



71%

Multi-Channel Retailers (In-Store)



88%

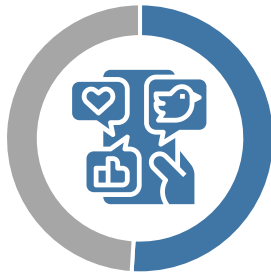
Prefer trying on in-store



69%

Prefer browsing online

Top Sources of Inspiration



51%

Social media (sites/blogs/vlogs)



47%

Traditional media (TV/movies/magazines/celebrities)



46%

People (family/friends/people on street)



DRIVERS OF CONSUMERS' PURCHASES

Top Drivers



Comfort



Quality



Durability

Cotton is the most...



80%
Comfortable



80%
Soft



67%
High Quality



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COTTON PREFERENCE



61%
Are willing to pay more for cotton

Reasons Willing to Pay More for Cotton



68%
Comfort



56%
Quality

Top Preferred Materials



42%
Cotton



30%
Denim /
Jeanswear



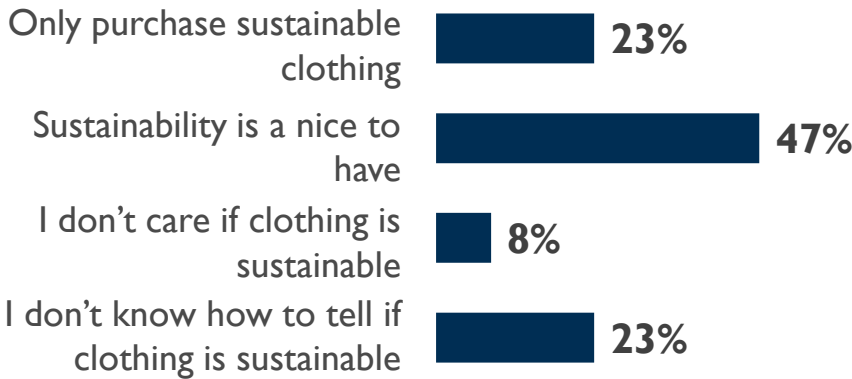
16%
Cotton
blends



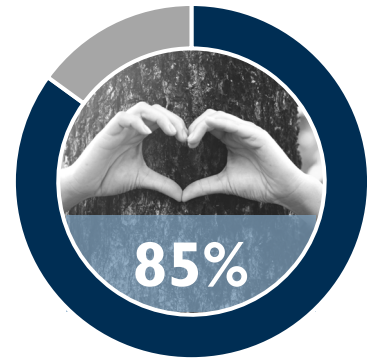
88%
Prefer cotton, cotton
blends or denim

SUSTAINABILITY

Sustainability Importance



Concerned about Environmental Change



Safe for the Environment (% Safe)

