



# Sportswear in Mexico

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Table of Contents

## Sportswear in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rise of athleisure fuels versatile lifestyle trends

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Global brands lead despite economic caution

Women's active lifestyle participation fuels sportswear growth

Market polarisation slows overall sportswear's value growth

#### WHAT'S NEXT?

Premiumisation to drive demand for exclusive fitness lifestyle products

AI innovations enhance shopping experience with virtual try-ons and loyalty programmes

Social media platforms amplify athleisure trend among Mexican consumers

#### COMPETITIVE LANDSCAPE

adidas leads sportswear with exclusive partnerships and cultural collections

Mismatch in distribution strategy weakens Nike's market position

Local brands grow by embracing authenticity and sustainability

#### CHANNELS

Exclusive partnerships strengthen appeal of specialist stores

Chart 2 - Analyst Insight

Young consumers drive e-commerce growth through social commerce platforms

#### PRODUCTS

Nike combines product innovation with digital consumer engagement

MAJA Sportswear expands rapidly by combining local culture and affordable pricing

Chart 3 - Mexican Activewear Brand MAJA Set to Reach 90 Stores by Year-End

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[Apparel and Footwear in Mexico - Industry Overview](#)

### EXECUTIVE SUMMARY

Polarisation seen in apparel and footwear due to a challenging macro-economic environment

### KEY DATA FINDINGS

Chart 4 - Key Trends 2025

Chart 5 - Analyst Insight

#### INDUSTRY PERFORMANCE

Tariffs and economic stagnation drive market polarisation

Tariffs and supply chain disruption reshape Mexico's apparel and footwear

Omnichannel strategies key to converting traffic into sales

Chart 6 - Omnichannel Strategies Key to Converting Traffic into Sales in Mexico

Chart 7 - CICEG Supports Plan Mexico to Boost Competitiveness Against Asian Imports

#### WHAT'S NEXT?

Steady growth ahead for Mexico's apparel and footwear

Resale and rental market gains traction

Technology integration boosts competitiveness

## COMPETITIVE LANDSCAPE

Fábricas de Calzado Andrea SA de CV is the overall leader in a fragmented category

## CHANNELS

Apparel and footwear specialists lead distribution

Retail e-commerce grows with technology and changing consumer behaviour

## PRODUCTS

Balenciaga reinvents the Speedcat with bold, luxury design

Industry 5.0 transforms footwear production in Guanajuato

Chart 8 - Industry 5.0 Takes Centre Stage in Guanajuato's Footwear Sector

## ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in Mexico 2025

## CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Mexico 2025

Chart 12 - Consumer Landscape in Mexico 2025

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## SOURCES

Summary 1 - Research Sources

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