

INSIGHTS

FUELING CONSUMPTION IN MEXICO'S ACTIVEWEAR MARKET

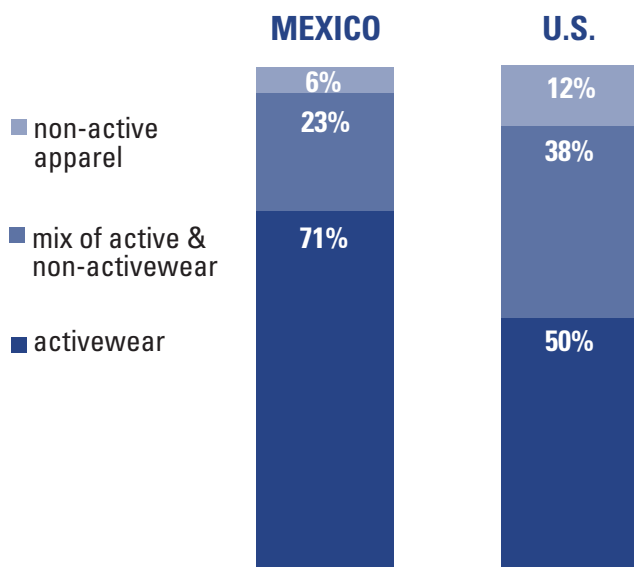


Mexico's apparel market is projected to grow 33% from \$16.6MM in 2015 to 22.1MM by 2030¹. As a core wardrobe element, activewear accounts for nearly 1 in 10 garments Mexicans own. With rising obesity rates, consumers, the government, and activewear brands are attempting to increase exercise – ultimately boosting activewear consumption. To succeed, brands must recognize that Mexican and U.S. consumers differ in their athletic pursuits, acceptance of athleisure, and brand loyalty. Opportunities exist to fuel Mexican activewear consumption by offering separate athleisure lines, enhancing customer engagement, and differentiating offerings with cotton-rich performance activewear.

KEY INSIGHTS

- Mexican consumer exercise activities are more diverse than in the U.S., indicating their needs for multiple types of active garments.
- Although athleisure is now common, Mexican consumers' desire to dress up in public creates opportunities for brands to offer separate athleisure lines.
- Brands who can engage customers in-store & beyond point of sale can improve their competitiveness with loyal active shoppers.
- Increasing cotton performance activewear offerings allows brands to differentiate themselves from their competitors.

APPAREL WORN FOR EXERCISE



ACTIVE LIFESTYLES IN MEXICO



4

average days a week consumers exercise*



41

average number of activewear apparel items owned**



60

average minutes spent exercising each day*

*among those who exercise

**includes intimates, tops, bottoms & outerwear

TOP EXERCISE ACTIVITIES

		running	walking	cardio	weights	dancing	swimming
	Mexico	56%	48%	39%	28%	28%	27%
	United States	37%	58%	44%	43%	15%	27%

ATHLEISURE TRENDS

PLACES MEXICAN CONSUMERS WEAR ACTIVEWEAR

More than 8 in 10 Mexican consumers (82%) say they wear activewear for purposes other than exercise, lower than in the U.S. (90%). Although athleisure has become common in Mexico, consumers there are more resistant to this trend and are more likely to keep their athleisure habits at home away from the public eye. The desire to dress up in public offers activewear brands the opportunity to develop more sophisticated athleisure lines to encourage Mexican consumers to choose their brand for both active and casual pursuits.

**52%**

around the house
vs. 77% in the U.S.

**39%**

doing yardwork outside
vs. 54% in the U.S.

**36%**

shopping
vs. 40% in the U.S.

**32%**

sleeping
vs. 35% in the U.S.

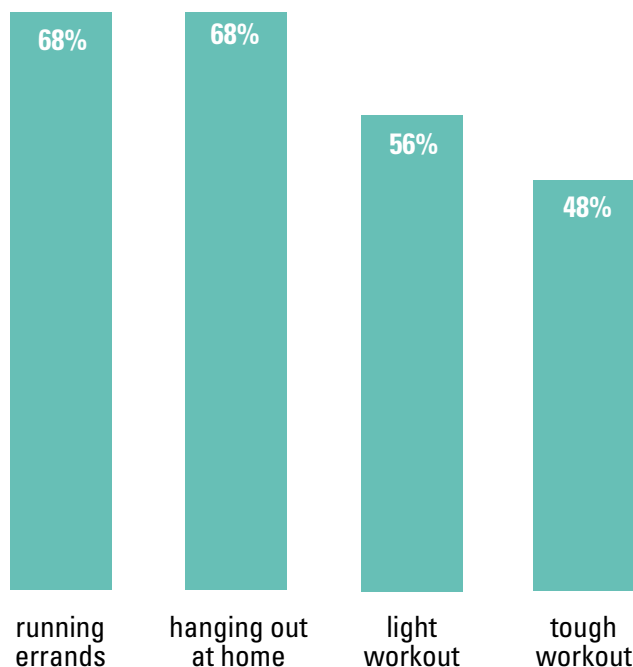
**7%**

running errands
vs. 62% in the U.S.

COTTON ATHLEISURE

When compared to synthetic activewear, the majority of Mexican consumers say cotton activewear is best suited for a light workout or athleisure activities such as hanging out at home or running errands. Opportunities exist for brands to capitalize on consumers' interest for cotton-rich athleisure styles in Mexico.

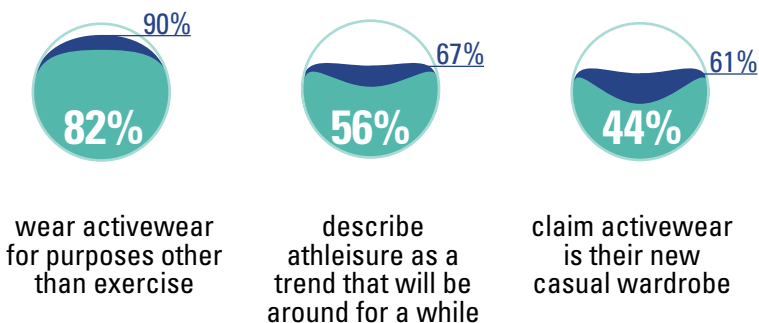
% OF MEXICAN CONSUMERS SAYING COTTON ACTIVEWEAR IS BEST SUITED FOR...



Among Mexicans who wear activewear beyond exercise, 4 in 5 cite comfort as the reason.

ATHLEISURE TRENDS

■ Mexico ■ United States



BREAKING BRAND LOYALTY

BRAND & STYLE LOYALTY

■ Mexico ■ United States

% WHO AGREE WITH THE FOLLOWING WHEN BUYING...

choose the same activewear styles

64%

72%

choose the same activewear brands

54%

51%

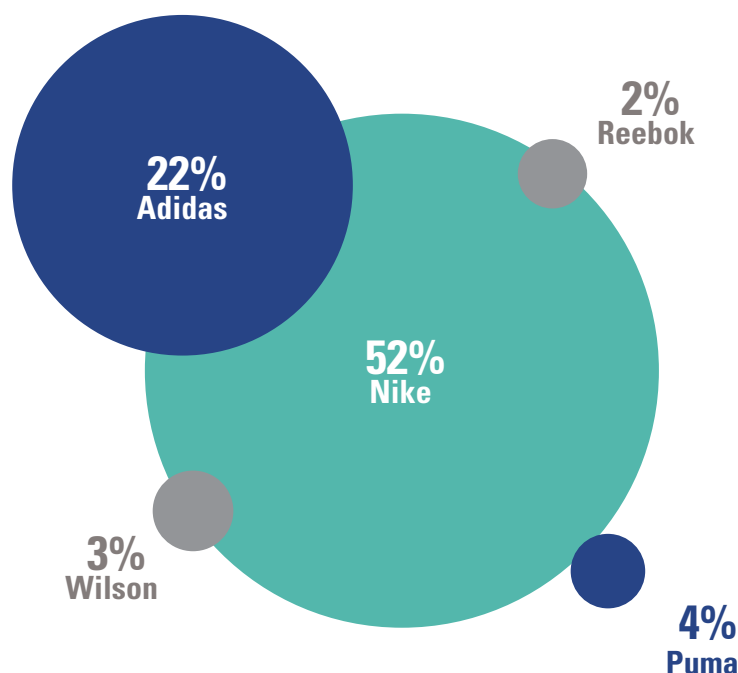
have a favorite activewear brand

94%

85%

ACTIVE BRANDS PURCHASED MOST OFTEN IN MEXICO

Brand loyalty in the Mexican activewear market is extremely strong, with Nike and Adidas accounting for 3 in 4 activewear brands purchased most often. Consumer desire to stick with just a few brands and styles makes it difficult for brands new to activewear to grow their sales and market share.



BREAKING BRAND LOYALTY

Opportunities exist for brands to increase customer engagement in store through product and sport education as well as beyond point of sale through sponsoring active events in order to stand out in Mexico's consolidated activewear market. In fact, the majority of Mexican consumers would be even more likely than U.S. customers to shop from an activewear brand offering these experiences.

% LIKELY TO SHOP FOR ACTIVEWEAR FROM A BRAND THAT...
(VS. A BRAND THAT DOES NOT)

	MX	U.S.
Provides product education on performance features or best care practices	69%	54%
Provides education on how to participate in athletic activities	57%	42%
Sponsors athletic events or group exercise through a local store	57%	39%
Connects athletes through events or social media	48%	32%

COTTON DIFFERENTIATION

TOP 5 ACTIVEWEAR PURCHASE DRIVERS IN MEXICO



comfort



quality



durability



washes clean



keeps you cool

COTTON OPPORTUNITIES IN PERFORMANCE TECHNOLOGIES IN MX

odor
resistance% shoppers
interested
in...

82%

% shoppers
say **cotton**
is best for...

52%

moisture
wicking

80%

53%

abrasion
resistance

80%

45%

thermal
cooling

78%

51%

FEELINGS TOWARDS COTTON VS. SYNTHETIC ACTIVEWEAR IN MEXICO

More than 2 in 3 Mexican consumers say they prefer cotton-rich activewear because the majority feel cotton is best suited to meet their primary activewear needs of comfort and durability. In fact, 3 in 4 Mexican shoppers say they would be more likely to shop from a brand offering activewear made from natural fibers such as cotton.

% SAYING THE FOLLOWING TYPES OF ACTIVEWEAR ARE THE MOST...

comfortable



sustainable



trustworthy



breathable



■ cotton

■ nylon

■ polyester

More than 3 in 5 Mexican consumers are interested in purchasing activewear with performance technologies such as odor resistance, moisture management, and thermal regulation. In order to differentiate performance activewear offerings, brands have an opportunity to incorporate cotton, which most Mexican consumers feel is better than manmade fibers when it comes to effective performance technologies.

Sources: Cotton Incorporated's 2016 Global *Lifestyle Monitor*™ Survey – a biennial consumer research study. In the 2016 survey, approximately 10,000 consumers (i.e. 1,000 consumers in 10 countries) were surveyed. Cotton Council International (CCI) & Cotton Incorporated's 2016 Activewear Survey – consumer research study among 4,500 men and women in the U.S., Mexico, and China. Euromonitor International¹