



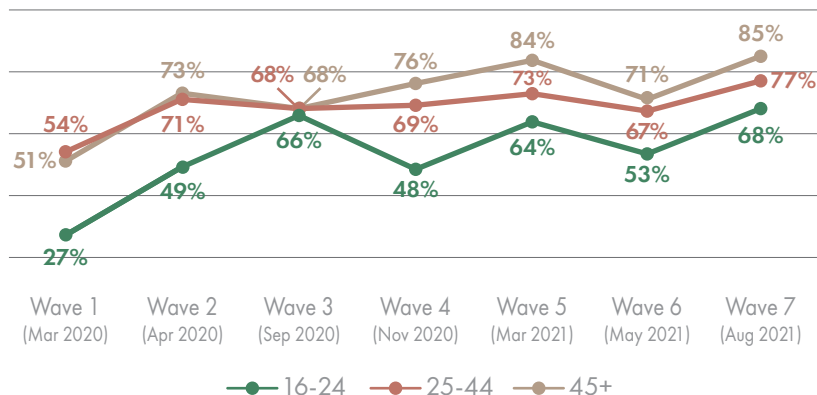
THINGS TO KNOW ABOUT...

COVID-19 & CONSUMER CONCERNS IN MEXICO

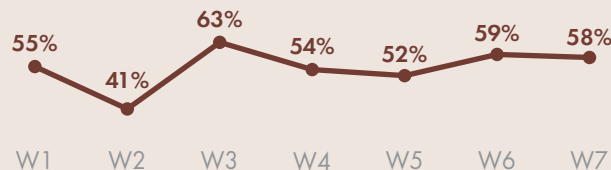
WAVE SEVEN

CONSUMERS COPE WITH NEW SURGE

Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):



Consumers Expect to Spend More % spending more or the same amount on clothing since the start of the pandemic



Fewer consumers feel very safe to resume normal, pre-pandemic activities

Wave 6

41%

Wave 7

22%

82% are very concerned about the Delta and other variants

Consumers would like retail businesses to:



70% Require face masks for all customers.



69% Ensure all staff wear face masks.



53% Limit occupancy in store.



46% Offer online ordering with curbside or in-store pickup.



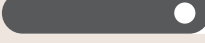
54% Dress Tops, Bottoms, or Blazers



45% Casual Tops & Bottoms



44% T-shirts & Denim Jeans



43% Activewear & Athleisure



42% Loungewear (Sweats, Leggings)

Reasons for next purchase:

Newness (new style/brand) 42%

Replacement (replace worn out item) 34%

Comfort (item more comfortable) 29%

Occasion (return to work, workout) 27%