



Euromonitor
International

Menswear in Mexico

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Domestic production and local brands drive menswear recovery

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Domestic production drives recovery in menswear sales

Men's outerwear dominates sales

Market polarisation fuels the rise of resale and the struggle of the premium segment

Chart 2 - Circular Fashion for Men Gains Traction with Vopero

WHAT'S NEXT?

Fast fashion sets the pace in Mexico's menswear market

Global brands, local styles

Chart 3 - Analyst Insight

Sustainability and streetwear shape future trends

COMPETITIVE LANDSCAPE

Leading brands benefit from strategic partnerships

Inditex, Industria de Diseño Textil SA benefits from offering different brands to suit all needs

CHANNELS

Apparel and footwear specialists drive menswear sales

Retail e-commerce gains traction in menswear

Vopero shows the business potential of circular fashion

PRODUCTS

Shein's local strategy offsets rising tariff costs

Chart 4 - Shein Launches 2025 Pop-Up Tour to Engage Mexican Consumers

COUNTRY REPORTS DISCLAIMER

[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 5 - Key Trends 2025

Chart 6 - 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 7 - Omnichannel Strategies Key to Converting Traffic into Sales in Mexico

Chart 8 - 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 9 - Industry 5.0 Takes Centre Stage in Guanajuato's Footwear Sector

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Mexico 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Mexico 2025

Chart 13 - Consumer Landscape in Mexico 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/menswear-in-mexico/report.