

# Menswear in Mexico

December 2023

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## Menswear in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shifting dress codes favour men's suits  
Men are more prone to buy clothing online than women  
Music subcultures heavily influence menswear

#### PROSPECTS AND OPPORTUNITIES

Men's tops set to see ongoing opportunities, thanks to premium brands adopting the casualwear trend  
Breaking the mould of masculine aesthetics  
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