



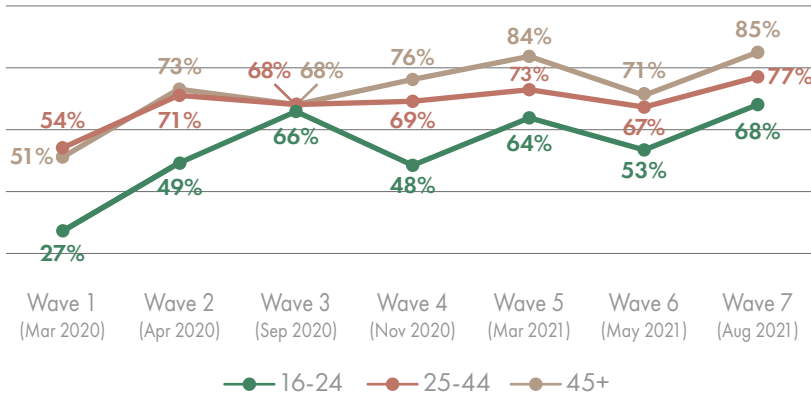
COVID-19 & CONSUMER CONCERNS IN MEXICO

WAVE SEVEN

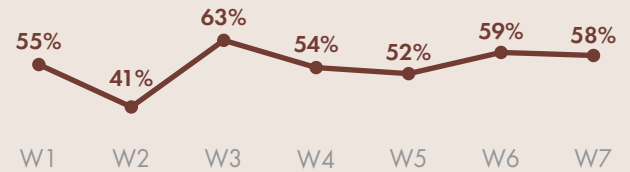
THINGS TO KNOW ABOUT...

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



76% plan to purchase clothing in the next three months



54% Dress Tops, Bottoms, or Blazers



45% Casual Tops & Bottoms



44% T-shirts & Denim Jeans



43% Activewear & Athleisure



42% Loungewear (Sweats, Leggings)



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.

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%**