



La información que se muestra en este boletín está basada en entrevistas personales realizadas trimestralmente en 3,000 hogares en las quince principales ciudades de la República Mexicana. Para información adicional sobre las siguientes gráficas o para otras necesidades de contactar a Daniel Rodríguez en rodriguez@trendexmexico.com

MERCADO TOTAL MEXICANO DE ROPA

Octubre - Septiembre
Pesos

| Detallistas | 2007 | 2008 | 2009 |
|-------------------------|-------------|-------------|-------------|
| Tienda Departamental | 30.8% | 30.2% | 28.4% |
| Autoservicio | 10.8% | 11.7% | 12.1% |
| Tienda de Ropa/Boutique | 27.5% | 27.0% | 27.6% |
| Tianguis/Mercado | 26.3% | 25.7% | 26.1% |
| Venta Directa* | 2.5% | 2.6% | 3.0% |
| Otros | 2.1% | 2.8% | 2.8% |
| Total | 100% | 100% | 100% |

*Catálogos y Aboneros

MERCADO TOTAL MEXICANO DE ROPA

Octubre - Septiembre
Pesos

| Detallistas | 2007 | 2008 | 2009 |
|--------------------|--------------|--------------|--------------|
| Wal-Mart | 2.7% | 3.5% | 3.5% |
| Bodega Aurrerá | 2.9% | 3.4% | 3.4% |
| Comercial Mexicana | 1.3% | 1.6% | 1.3% |
| Chedraui | 0.6% | 0.9% | 1.3% |
| Soriana | 2.1% | 1.9% | 2.2% |
| Liverpool/Fábricas | 6.5% | 7.0% | 7.0% |
| Palacio de Hierro | 1.5% | 2.0% | 1.2% |
| Suburbia | 9.3% | 9.9% | 8.1% |
| Sears | 3.4% | 2.4% | 2.3% |
| Coppel | 3.1% | 3.2% | 3.6% |
| Zara | 2.7% | 2.7% | 2.5% |
| C&A | 1.1% | 0.9% | 0.9% |
| Total | 37.2% | 39.4% | 37.3% |



MERCADO TOTAL MEXICANO DE JEANS

Octubre - Septiembre

| Detallistas | Pesos | | |
|-------------------|--------------|--------------|--------------|
| | 2007 | 2008 | 2009 |
| Wal-Mart | 2.5% | 3.3% | 3.2% |
| Bodega Aurrerá | 2.1% | 3.1% | 2.6% |
| Del Sol | 1.4% | 1.1% | 1.3% |
| Soriana | 1.8% | 1.6% | 1.8% |
| Liverpool | 4.7% | 5.1% | 5.3% |
| Palacio de Hierro | 0.8% | 1.1% | 0.8% |
| Suburbia | 7.2% | 9.0% | 6.1% |
| Coppel | 3.8% | 5.4% | 4.9% |
| Sears | 3.1% | 2.0% | 2.0% |
| Furor | 0.8% | 1.4% | 0.9% |
| Levi Tiendas | 2.5% | 2.0% | 1.9% |
| C&A | 1.1% | 1.1% | 1.3% |
| Zara | 1.3% | 1.3% | 1.4% |
| Chedraui | 0.4% | 0.7% | 1.0% |
| Total | 33.5% | 38.2% | 34.5% |

MERCADO TOTAL MEXICANO DE ROPA PARA DAMA Y CABALLEROS EDADES 15-24 Octubre 2008 – Septiembre 2009

Principales Detallistas

| Damas | Pesos |
|----------------|-------|
| Suburbia | 5.4% |
| Zara | 4.6% |
| Coppel | 3.8% |
| Liverpool | 3.8% |
| Bershka | 3.7% |
| Wal-Mart | 1.7% |
| C&A | 1.6% |
| Sears | 1.5% |
| Bodega Aurrerá | 1.4% |
| Vicky Form | 1.1% |
| Del Sol | 1.0% |

| Caballeros | Pesos |
|-------------------|-------|
| Liverpool | 7.7% |
| Suburbia | 5.6% |
| Coppel | 3.0% |
| Wal-Mart | 2.7% |
| Bodega Aurrerá | 2.4% |
| Zara | 2.4% |
| Palacio de Hierro | 1.8% |
| Sears | 1.8% |
| Soriana | 1.8% |
| Levi Tiendas | 1.5% |
| C&A | 1.4% |