



# MEXICAN FOOTWEAR MARKET INDEX

December 10, 2005

## News Release

### Mexican Footwear Market Being Tracked During 2005/2006 by Trendex North America

The Mexican consumer's purchases of footwear are being tracked throughout 2005/2006 by Trendex North America (Toledo, Ohio). Trendex's Mexican market intelligence program called Footwear Market Index - Mexico is based on 3,000 in home personal interviews conducted in 15 of Mexico's largest metropolitan areas by Marketing Group (Mexico City). Since 1999 Trendex has continually monitored the footwear purchasing behavior of approximately 12,000 Mexican individuals each quarter.

In commenting on his company's Mexican footwear intelligence service, Randy Harris, President of Trendex North America, noted "An expanding Mexican middle class has resulted in increased interest by United States footwear suppliers in the \$2.5 billion dollar Mexican retail footwear market. The FMI-Mexico program has been designed to provide suppliers with the exact same market insights as provided by Trendex's Canadian footwear service. As such, suppliers will now have access to the information to both monitor and to prepare business plans for the Mexican market".

### 2004 MEXICAN APPAREL AND FOOTWEAR MARKETS

Pesos

Retailer	Men's Apparel	Women's Apparel	Men's Footwear	Women's Footwear	Juvenile Footwear
Wal-Mart	2.4%	2.2%	0.4%	0.7%	0.9%
Aurrera	2.4%	2.2%	0.4%	0.4%	1.0%
Comercial Mexicana	1.7%	1.5%	0.3%	0.4%	0.5%
Gigante	1.2%	1.2%	0.3%	0.2%	0.4%
Soriana	1.3%	1.3%	0.1%	0.2%	0.4%
Liverpool	5.5%	4.3%	2.0%	2.0%	0.8%
Palacio de Hierro	3.2%	2.3%	1.3%	1.0%	0.4%
Suburbia	10.8%	11.1%	2.1%	1.3%	1.1%
Sears	4.8%	2.5%	1.8%	0.9%	0.9%
Coppel	3.4%	3.7%	3.9%	3.0%	5.2%

Note: Data based on interviews conducted in only fifteen Mexican metropolitan areas.

A SERVICE OF

**TRENDEX NORTH AMERICA**

3454 OAK ALLEY CT. SUITE 400 • TOLEDO, OHIO • 43606

PHONE: (419) 531-1366 • FAX: (419) 531-2323

E-mail [harris@trendexna.com](mailto:harris@trendexna.com)

[estremo@trendexna.com](mailto:estremo@trendexna.com)

**Trendex North America is a marketing intelligence and consulting company specializing in the Canadian and Mexican apparel and footwear markets. It is the largest supplier of marketing intelligence on the Canadian footwear market and is the exclusive supplier of Canadian footwear information to Sears Canada, Wal-Mart Canada, adidas Canada, and eighteen other Canadian footwear retailers/suppliers.**

**For more information on Trendex's Footwear Market Index – Mexico program along with current Mexican retailing statistics, visit Trendex's Mexican website at [www.trendexmexico.com](http://www.trendexmexico.com).**

**-30-**

A SERVICE OF  
**TRENDEX NORTH AMERICA**  
3454 OAK ALLEY CT. SUITE 400 • TOLEDO, OHIO • 43606  
PHONE: (419) 531-1366 • FAX: (419) 531-2323

E-mail: [harris@trendexna.com](mailto:harris@trendexna.com)

[estremo@trendexna.com](mailto:estremo@trendexna.com)