

# Economic impact on exports in the textile sector, following the arrival of COVID-19 in Mexico.

Analysis of business productivity and competitiveness in a context of global markets.



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## Abstract

### Objectives

To describe the economic impact on exports in the textile sector since the arrival of COVID-19 in Mexico. To understand the variables that determine the economy in the activities of the textile industry in Mexico. To identify the behaviour of the variables in Mexico's textile exports in 2017, 2018, 2019 and 2020.

### Methodology

This project is built through 3 phases: Data collection from reliable sites (INEGI, UN, WTO, SE, ETC). Analysis of international trade statistics data. Interpretation of these data, which allows us to identify the impact that has been generated by the current pandemic.

### Contribution

At a national level, the textile industry is one of the most prosperous and indispensable industries, not only because it generates millions of pesos in income for the country's economy, but also, because it is a source of employment for the Mexican population. Based on this, we identify the effects that the current pandemic has had on its historical behaviour, and with this, we identify the opportunities and strategies to reactivate the sector's economy.



Figure 1 Textile manufacturing  
Source: (iStock, 2022)

## Introduction

Mexico is the 14th largest country in the world and has a GDP of 22 billion dollars. Free Trade Agreements have been signed, which has improved the country's flow of imports and exports, especially in the textile sector. In recent years, the number of imports has exceeded the number of exports. The health and economic crisis of 2020 in the aftermath of COVID-19 has been considered a unique event in terms of its magnitude. Therefore, it is of utmost importance to analyse the economic impact and consequences in our country, especially in the textile sector.



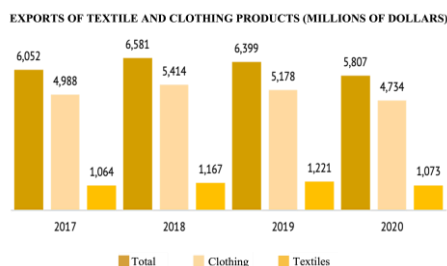
Figure 2 COVID-19 pandemic

## Materials and methods

The present research is based on a qualitative approach, based on previous studies, using the inductive method, seeking an initial immersion in the field through information previously documented with statistics from internet pages such as INEGI, UN, WTO, managing to obtain a contextual interpretation of the problem, implying temporal flexibility in the figures.



Figure 3 Method  
Source: (iStock, 2022)



Graphic 1 Textile exports after the pandemic by COVID-19  
SOURCE: INEGI and ENOE ANALYSIS: (CANAINTEX)

## Results

In the period from January to March 2021, Mexico exported 1,612 million dollars in textile and clothing products (INEGI, 2021), corresponding to an increase of +12% compared to the same period in 2020. This indicates that, after the health and economic crisis of 2020, the textile sector began to implement new strategies, such as the development and production of mouth covers, medical and surgical uniforms, etc., which, together with the health sector, resulted in an increase in production, allowing for an increase in exports in 2021.

## Conclusions

At the end of the present investigation, it is concluded that, the deep search, the data provided by INEGI, as well as the statistics thrown after the pandemic by the COVID-19, show that the textile sector had a decreasing impact at National and International level, however it introduced innovative strategies to face the crisis during the most critical times. They managed to excel and improve productivity and export figures in the country and set the tone for an increase in productivity in the years to come.

## Future of research

After the health and economic crisis of 2020, the textile sector began to implement new strategies to increase sales, which resulted in an increase in production allowing for an increase in exports in 2021 and the beginning of 2022, which is why the follow-up of this research represents data that will undoubtedly favour decision making for the textile sector as well as others.



Figure 4 Research future  
Source: (iStock, 2022)

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