The total Mexican market for sporting goods and recreational equipment can be divided into five categories: Sporting apparel and footwear, including items such as bathing suits, jogging suits, gymnastics wear and clothes for specific sports, tennis shoes, mountaineering shoes, ski boots and other sporting footwear; heavy sports equipment, such as motorcycles, bicycles, gliders and campers; water sports equipment, encompassing yachts, boats, sailboats, surf boards, water skis, sails and fishing equipment; land sports equipment, including balls, rackets, nets, bats, skates, riding equipment, gymnastics and athletics equipment, golf, tennis, ping pong, badminton, hockey, archery, judo and other sports equipment, weight lifting apparatus, sporting arms and camping supplies; and games, such as equipment for bowling, billiard, parlour games, playing cards, balls and video games.

The total market of $225.2 million is composed of $63.6 million of heavy sports equipment, $61.9 million in apparel and footwear, $13.7 million of land sports equipment, $34.3 million of games and $22.6 million in water sports equipment.

3.1 IMPORTS

Total imports of sporting goods and leisure related products have increased dramatically in the past two years, from $27.2 million in 1987 to $142.5 million in 1989, in particular in those market segments previously restricted by prior import permits and in which tariffs were lowered most visibly, such as apparel, footwear, games and heavy sports equipment. The participation of imports in total apparent consumption has also significantly grown, from 28% to 63% during that period.

The following table shows imports in each category.

TABLE 2
IMPORTS OF SPORTING GOODS AND
LEISURE PRODUCTS
(000 dollars)

	1987	1988	1989
Sporting apparel	1,278.7	3,154.1	6,886.8
Bathing suits	825.1	3,058.0	3,507.0
Sports footwear	50.8	6,994.9	24,959.1
Total apparel & footwear	2,154.6	13,207.0	37,068.9