

The Challenge to Grow



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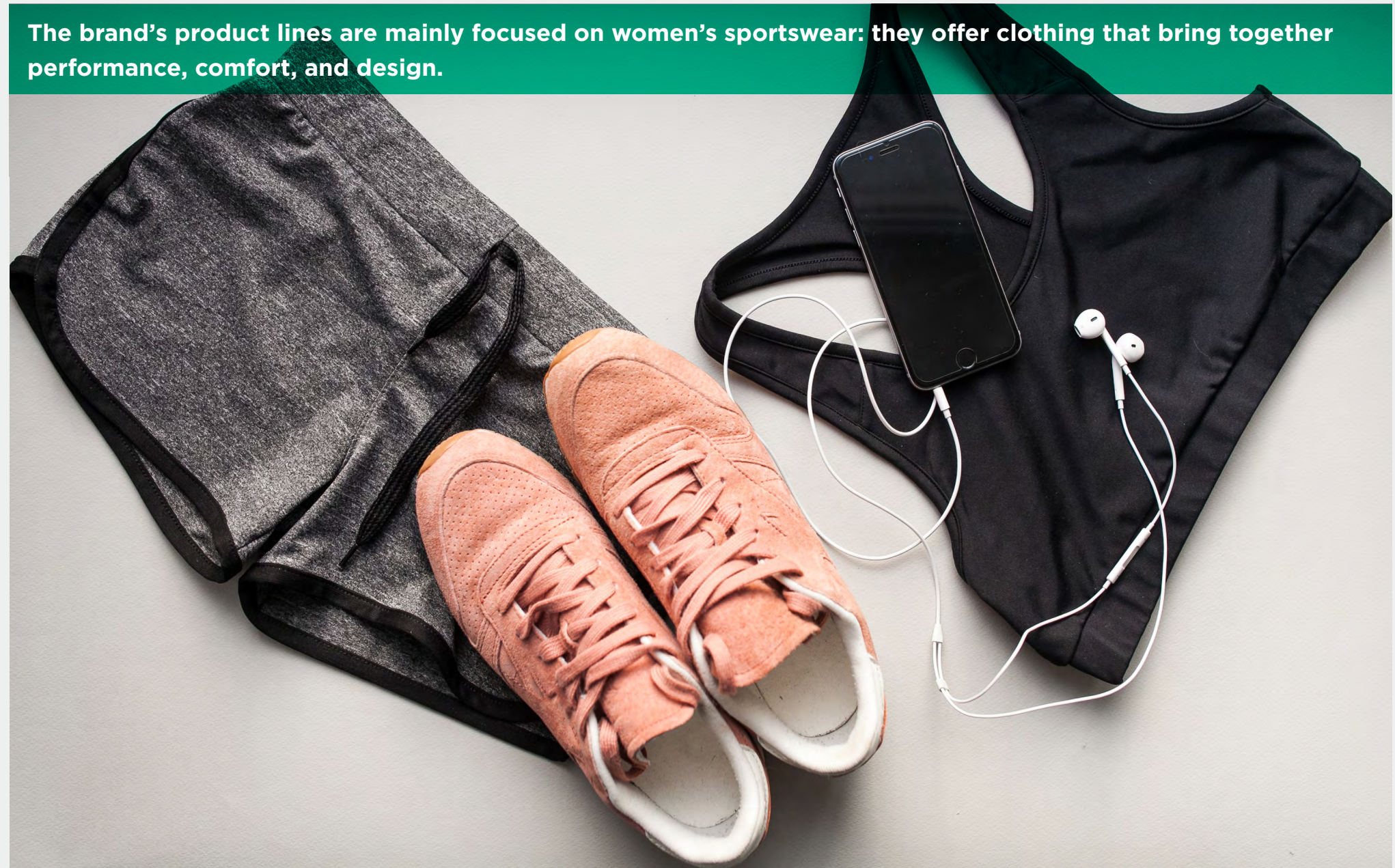
Wave Activewear is a Mexican sportswear brand founded by two sisters, Frida and Andrea, whose passion for sports and physical activity led them to open the business. Motivated by the challenge to find sportswear that combined quality, comfort, and design, in 2020 they decided to create their own brand; their goal was to offer products that best responded to the needs of those who constantly practice different physical activities.

Since its creation, the company has been characterized for developing sportswear with a functional and innovative approach, aligned with today's wellness, physical activity, and healthy lifestyle trends.

Wave Activewear's business model relies mainly on online sales through their

The brand's product lines are mainly focused on women's sportswear: they offer clothing that bring together performance, comfort, and design.

Image. Senivpetro in Freepik, 2026.



website, complemented with a strong presence in social media, particularly on Instagram and TikTok; these platforms have

enabled the brand to connect with their customers' community and strengthen their digital position.

Additionally, the company has signed strategic alliances with fitness centers, where they have small points of sale that offer an assortment of their products. This strategy enables users of these spaces to access the brand in a quick and convenient way when they finish training.

To Frida and Andrea, the growth of their business is a priority. However, like many start-ups, Wave Activewear is facing several challenges connected to their expansion. Among the most relevant are the growth management of their product portfolio, the strengthening of their market presence, the improvement of their logistics, and the scaling of their production capacity, with the purpose of reaching more customers and expanding their points of sale network.

Image. Peoplecreations in Freepik, 2026.



Currently, Wave Activewear has two points of sale in fitness center under a cooperation scheme.

GROWTH OF THE SPORTSWEAR MARKET

In the last few years, the sportswear market has experienced sustained global growth. This rise has been boosted by the changes in the population's lifestyle, where people are increasingly looking to increase their physical activity and adopt habits associated with health and wellbeing. In parallel, there is a rising preference for comfortable clothing that can be worn not only for exercise but as part of their daily lifestyle (© Euromonitor, 2026).

It is under this context that the trend known as athleisure has emerged, combining the performance of sportswear with casual fashion elements that enable this type of clothing to be worn in different daily life contexts. According to Euromonitor's most recent report (2026), this trend will continue growing in the Mexican market as consu-

mers are increasingly looking for more versatility in products like leggings, sports shirts, and retro-style footwear inspired in sports.

Globally, the sportswear market is also showing growth perspectives. According to Global Market Insights (2025), this expansion is closely related to the increasing interest in health and wellbeing, especially among the younger generations. These trends have led the fashion sector to constant evolution by incorporating new technologies, innovative materials, and positioning strategies based on community and digital presence. Leading brands like Adidas and Nike, for instance, have bet on the improvement of their products' design, the construction of communities around the brand, and the expansion of their presence in social media.

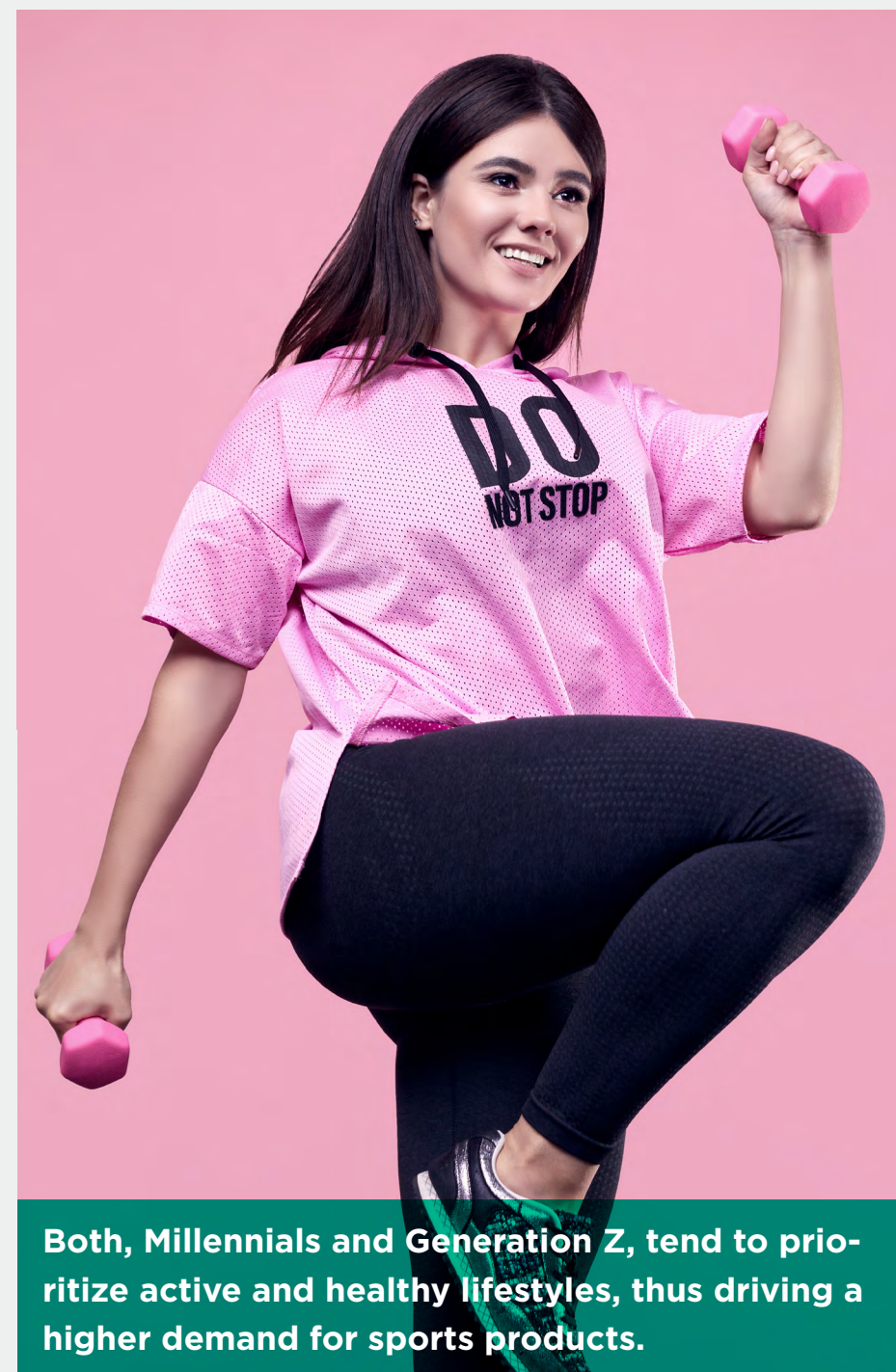


Image. Alexvolot in Freepik, 2026.

Both, Millennials and Generation Z, tend to prioritize active and healthy lifestyles, thus driving a higher demand for sports products.



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Global Market Insights (2025) also points out that the population will continue participating in several sports activities like running, yoga, pilates, training at the gym, as well as open air recreation, which contributes to consolidating the demand for specialized sportswear. This growth has intensified market competition and motivated the best brands to develop increasingly innovative products and more sophisticated positioning strategies. Additionally, new brands like Hoka and On have started gaining ground in the sector, demonstrating there is space for new competitors that offer differentiated proposals.

In the case of the Mexican market, © Euromonitor (2026) suggests that the growth of the sector is highly influenced by the social media role, especially by platforms like Instagram and TikTok. Today, Adidas is still one of the leading brands in the country implementing strategies that adapt to different regional contexts. Among them, we find collections with Mexican cultural references and collaborations with sports figures and soccer clubs, the sport that still holds the largest audience in Mexico.

This context has boosted the appearance of emerging digital brands that seek to compete with large international companies through strategies focused on community building, brand identity, and e-commerce.

Instagram and TikTok have become key platforms for the discovery of new brands and sport fashion trends.



Image. Freepik, 2026.

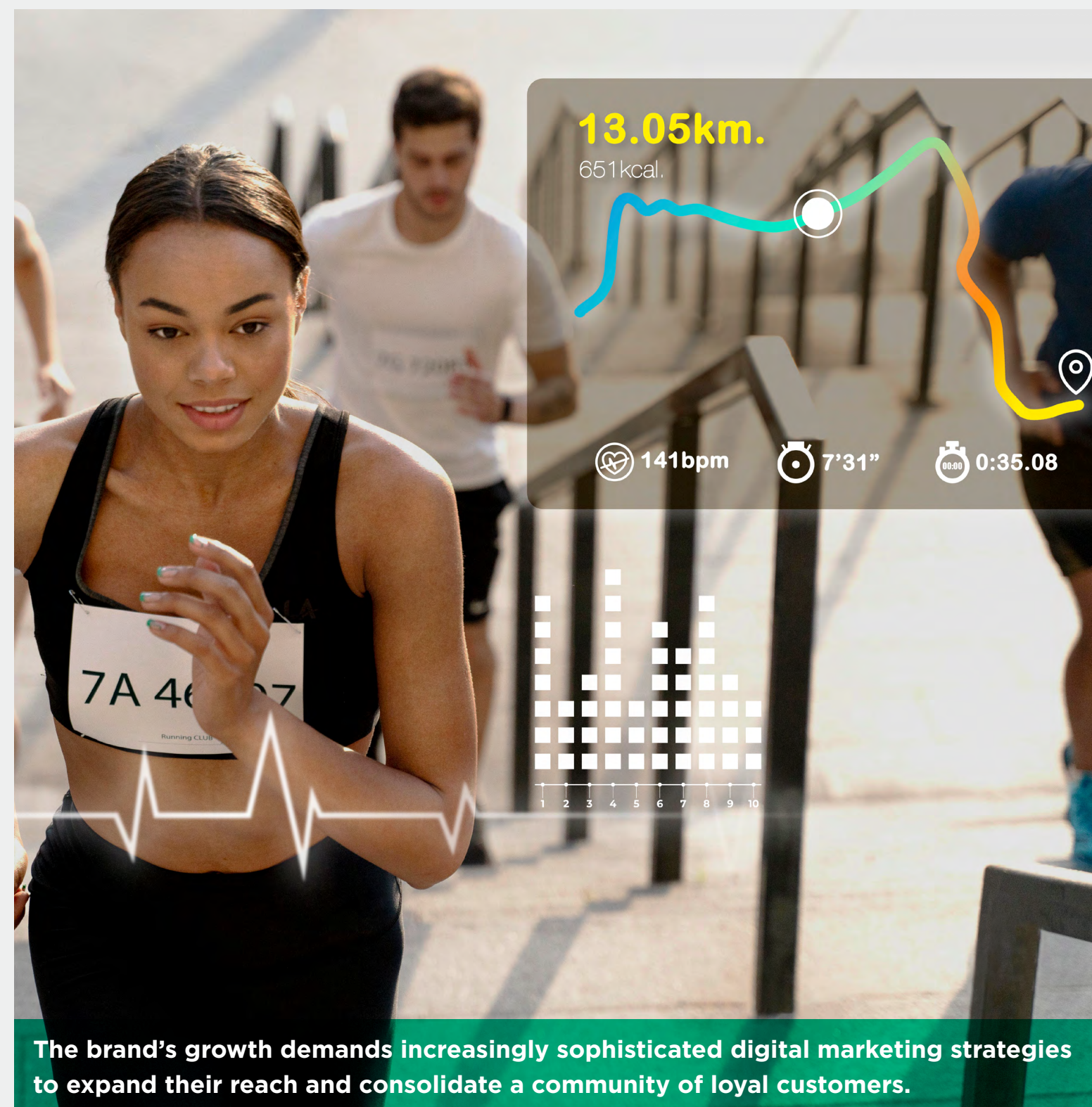
GROWTH CHALLENGE

Today, Frida and Andrea launch three collections per year, nevertheless, they have started to ask themselves whether this launching rhythm is enough to support the brand growth in the long term. As Wave Activewear gains market visibility, both entrepreneurs deem it necessary to evaluate new alternatives that enable them to strengthen the company's development in the next few years.

In this process they are facing several challenges. On the one hand, they need to identify reliable suppliers who guarantee the quality of the materials and compliance with production volumes required. On the other, they must estimate production costs with further precision to maintain competitive prices without compromising the company's profitability.

Frida and Andrea are carefully watching the activewear's market trends, especially consumers' growing interest in brands with social and environmental purposes. This trend opens the possibility to develop a new strategic project that not only boosts the company's growth, but that also generates positive impact on society.

Image: Freepik, 2026.



The brand's growth demands increasingly sophisticated digital marketing strategies to expand their reach and consolidate a community of loyal customers.

THE DECISION

It is still not clear for Frida and Andrea which the most adequate project would be nor how they should structure it to maximize their possibilities of success. Having limited resources and an increasingly competitive market, the decision they take could set the lead for *Wave Activewear* in the years to come. Thus, it is necessary to develop a project that can be implemented in the following six months. In this context, the following central question arises: what type of project should Frida and Andrea deve-

lop to boost the growth of *Wave Activewear* and how should it be planned to ensure its success?

- Which growth opportunity is more feasible for *Wave Activewear* in the short term (new channels, products, markets, or partnerships)?
- How does the proposed project align with the brand's current business model?
- Which should the project's goal be and how can its success be measured (KPIs)?
- What should the project's scope be considering the six-month limit?

- Which resources (financial, human, technological) are necessary, and which are available?
- Which are the main risks faced by the project and how can they be mitigated?
- Which key activities and chronogram should be established for their implementation? How can the quality of deliverables be controlled?
- Which stakeholders are involved, and how should communication among them be handled? What impact would a new project have on them?

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