

Apparel Accessories in Argentina

Market Direction | 2022-12-28 | 18 pages | Euromonitor

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Report description:

One of the categories that gained significant relevance during the pandemic years was face masks. However, brands are no longer offering these products because local consumers who wish to continue using face masks prefer to purchase medical-grade products rather than fabric ones. Indeed, since the use of facemasks is no longer mandatory, fewer and fewer Argentinians are using them at all.

Euromonitor International's Apparel Accessories in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Apparel Accessories market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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APPAREL ACCESSORIES IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Face masks are now obsolete within personal accessories as pandemic fears subside

More apparel brands offer accessories to increase their product portfolios and attract consumer interest

Apparel accessories thrives on innovation in a crowded field

PROSPECTS AND OPPORTUNITIES

Ties will continue to lose relevance in Argentina as local consumers adopt informal fashion styles, but relatively lower price tags may encourage sales

Sales of apparel accessories will increasingly be conducted online

Brands will increasingly seek to attract interest from male consumers with low-ticket items such as belts, hats and scarves

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