

## **Childrenswear in Argentina**

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

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### **Report description:**

Imported brands of childrenswear are being affected by the strict capital controls designed to keep the official peso rate in check. Controls include only allowing individuals to buy USD200 dollars a month at the official rate, a move adopted to protect Central Bank reserves. However, these controls are driving inflation. With limited dollars in supply, this is stalling imports of finished products as well as raw materials. High inflation, uncertainty over the exchange rate and import barriers a...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- \* Get a detailed picture of the Childrenswear 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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## Table of Contents:

Childrenswear in Argentina  
Euromonitor International  
December 2022

### List Of Contents And Tables

#### CHILDRENSWEAR IN ARGENTINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Capital controls drive inflation and limit opportunities for international brands in childrenswear

Price-sensitive parents eschew fashion trends and opt for cheaper products

Mimo & Co and Cheeky continue to lead sales of childrenswear in Argentina in 2022

##### PROSPECTS AND OPPORTUNITIES

Economic fragility in Argentina will continue to impact consumer behaviour over the forecast period

E-commerce will continue its upward trajectory across the forecast period as brands increase investment in online trading

The franchise system will remain highly relevant for sales of childrenswear in the future

##### CATEGORY DATA

Table 1 Sales of Childrenswear by Category: Volume 2017-2022

Table 2 Sales of Childrenswear by Category: Value 2017-2022

Table 3 Sales of Childrenswear by Category: % Volume Growth 2017-2022

Table 4 Sales of Childrenswear by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Childrenswear: % Value 2018-2022

Table 6 LBN Brand Shares of Childrenswear: % Value 2019-2022

Table 7 Forecast Sales of Childrenswear by Category: Volume 2022-2027

Table 8 Forecast Sales of Childrenswear by Category: Value 2022-2027

Table 9 Forecast Sales of Childrenswear by Category: % Volume Growth 2022-2027

Table 10 □Forecast Sales of Childrenswear by Category: % Value Growth 2022-2027

#### APPAREL AND FOOTWEAR IN ARGENTINA

##### EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

##### MARKET DATA

Table 11 Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 12 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 13 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 14 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 15 NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 16 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 17 Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 18 Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 19 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 20 □Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 21 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

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Summary 1 Research Sources

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