

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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Euromonitor International
December 2022

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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

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