

## Childrenswear in Colombia

Market Direction | 2022-12-28 | 17 pages | Euromonitor

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### **Report description:**

This childrenswear category was less affected by the pandemic and lockdowns due to the necessity of buying new clothing regularly as children grow. However, the return to schools and social gatherings supported growth further in 2022. While girls' apparel remains the largest category in volume sales, general trends which are already present in female adult collections, are also gaining relevance in childrenswear. This includes a gradual move away from stereotyping clothing segmented for boys and...

Euromonitor International's Childrenswear in Colombia 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.

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##### KEY DATA FINDINGS

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Childrenswear, populated by local players, benefits from stable prices while department stores and private label challenge mainstream brands

Parents rely on retail e-commerce as a form of window shopping

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