

Footwear in Colombia

Market Direction | 2022-12-28 | 19 pages | Euromonitor

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Report description:

Demand for footwear notably improved in 2022 across the category. Footwear made a complete recovery as consumers shopped in greater confidence and sought to refresh their wardrobes being especially keen to discover new collections. Sports footwear, particularly performance footwear, recorded the most impressive current value growth rate, with share gain most notable amongst products for women and children. This growth was supported by greater mobility, whilst sports-inspired footwear continued t...

Euromonitor International's Footwear 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: Children's Footwear, Men's Footwear, Women's Footwear.

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

Why buy this report?

- * Get a detailed picture of the Footwear 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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Strong growth for footwear as demand continues to be inspired by casual looks

Distribution strategies target both retail e-commerce and store-based channels

Start-ups seeking independence capitalise on the sneaker and casual trend with many also focusing on sustainability

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