

Jeans in Argentina

Market Direction | 2022-12-28 | 22 pages | Euromonitor

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Report description:

As a category, jeans is seriously impacted by the shortage of dollars in Argentina, since much of its raw materials are imported, and imports are significantly restricted. As a result, there has been a huge increase in average current unit prices of jeans in 2022, especially in the second half of the year. Indeed, the prices of most premium jeans brands are well above those found abroad, often coming in at USD100, even for local brands.

Euromonitor International's Jeans 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: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- * Get a detailed picture of the Jeans 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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JEANS IN ARGENTINA

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Jeans prices in most premium brands outstrip foreign values and encourage illicit trading

Economy brands lead in a highly fragmented competitive arena

Large investments by jeans fabric producer Santista aims to reduce reliance on imports

PROSPECTS AND OPPORTUNITIES

Lack of interest-free instalment repayment options will impact sales of premium jeans in the future

Affordable brands will benefit from a decline in consumer purchasing power

Greater awareness of the environment impact will lead to more sustainable production practices

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