

## **Menswear in Argentina**

Market Direction | 2022-12-28 | 24 pages | Euromonitor

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### **Report description:**

A growing trend that was accelerated by the COVID-19 pandemic and is set to stay is that menswear in Argentina is becoming more casual. As a result, although suits are still being sold, brands have been launching more casual clothing collections. An example is Etiqueta Negra, which has expanded its range of informal wear at the expense of its formal collection. In reaction to the increased casualisation of men's wardrobes, more formal apparel brands are also launching sportswear collections.

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

### Why buy this report?

- \* Get a detailed picture of the Menswear 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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##### 2022 DEVELOPMENTS

Post-pandemic, informal menswear and add-ons are set to stay

Stringent capital controls drive inflation and limit opportunities for international brands in menswear

Local brand Bowen has regional expansion plans, including tapping into e-commerce popularity

##### PROSPECTS AND OPPORTUNITIES

Penetration of menswear by international brands likely to be insignificant due to import restrictions

Sales of menswear through e-commerce will increase in the coming years as brands invest in online strategies

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