

Womenswear in Argentina

Market Direction | 2022-12-28 | 25 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Although all COVID-19 restrictions have now ended in Argentina and local consumers are returning to offices and attending social events, there is a lingering preference for more casual dress wear, with brands responding to the post-pandemic shift in consumer behaviour by producing more informal womenswear.

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women'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 Womenswear 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

WOMENSWEAR IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Post-pandemic preferences for casual womenswear and jumpsuits seem here to stay

Soaring current value sales in 2022 reflect precipitous inflation rate due to stringent government controls

Argentine brands expand and Maria Cher arrives in New York with two stores

PROSPECTS AND OPPORTUNITIES

Significant price increases over the forecast period will favour low-cost options and boost the circular economy

E-commerce will continue to gain traction in Argentina in the coming years as brands invest heavily in online strategies

International brands are not expected to penetrate womenswear to any significant degree due to import restrictions

CATEGORY DATA

Table 1 Sales of Womenswear by Category: Volume 2017-2022

Table 2 Sales of Womenswear by Category: Value 2017-2022

Table 3 Sales of Womenswear by Category: % Volume Growth 2017-2022

Table 4 Sales of Womenswear by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Womenswear: % Value 2018-2022

Table 6 LBN Brand Shares of Womenswear: % Value 2019-2022

Table 7 NBO Company Shares of Women's Nightwear: % Value 2018-2022

Table 8 LBN Brand Shares of Women's Nightwear: % Value 2019-2022

Table 9 NBO Company Shares of Women's Outerwear: % Value 2018-2022

Table 10 LBN Brand Shares of Women's Outerwear: % Value 2019-2022

Table 11 NBO Company Shares of Women's Swimwear: % Value 2018-2022

Table 12 LBN Brand Shares of Women's Swimwear: % Value 2019-2022

Table 13 NBO Company Shares of Women's Underwear: % Value 2018-2022

Table 14 LBN Brand Shares of Women's Underwear: % Value 2019-2022

Table 15 Forecast Sales of Womenswear by Category: Volume 2022-2027

Table 16 Forecast Sales of Womenswear by Category: Value 2022-2027

Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2022-2027

Table 18 Forecast Sales of Womenswear by Category: % Value Growth 2022-2027

APPAREL AND FOOTWEAR IN ARGENTINA

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 19 Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 20 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 25 Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Womenswear in Argentina

Market Direction | 2022-12-28 | 25 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €825.00 |
| | Multiple User License (1 Site) | €1650.00 |
| | Multiple User License (Global) | €2475.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | |
|---------------|-------------------------------|------------|
| Email* | Phone* | |
| First Name* | Last Name* | |
| Job title* | | |
| Company Name* | EU Vat / Tax ID / NIP number* | |
| Address* | City* | |
| Zip Code* | Country* | |
| | Date | 2026-02-08 |
| | Signature | |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com