

## **Womenswear in Argentina**

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

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### **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.

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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

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