

## **Womenswear in Colombia**

Market Direction | 2022-12-28 | 26 pages | Euromonitor

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### **Report description:**

Most categories of womenswear experienced recovery in 2022 even though many consumers continued to hold back on purchasing new apparel items apart from essentials due to strong spikes in unit prices which slowed volume growth. While womenswear brands attempted to respond to greater demand for casualisation by adapting their designs, the category remained a challenging competitive environment, which resulted in multiple companies making an entrance. According to the Colombian Confederation of Cha...

Euromonitor International's Womenswear 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: 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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Return to in-store shopping stimulates promotions via retail e-commerce

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