

Childrenswear in Brazil

Market Direction | 2023-03-06 | 20 pages | Euromonitor

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Report description:

Most Brazilian families reduced their purchases of apparel and footwear in 2020 due to social distancing measures imposed by the government in response to the pandemic. However, a return to schools was noted during 2021, resulting in a full recovery for childrenswear in retail volume terms, while many adults were still working remotely. Many businesses only returned to full or partial in-person working measures in 2022, which further improved demand for suitable attire for the office. The peakin...

Euromonitor International's Childrenswear in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 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 2027 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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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CHILDRENSWEAR IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Childrenswear grows, but is limited by pent-up demand from adults returning to normal routines

Traditional players invest in innovation, while smaller brands test expansion models

Second-hand market and donations are important threats to childrenswear

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Declining birth rates expected to be compensated by premiumisation

Childrenswear likely to explore themes noted in adult fashion

Innovations go beyond licensing to explore new possibilities in digital environment

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