

Menswear in Brazil

Market Direction | 2023-03-06 | 27 pages | Euromonitor

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Report description:

After the outbreak of the pandemic in Brazil in 2020, more than half of the local population relied on emergency aid provided by the government to maintain consumption of basic items. The replacement of many apparel pieces tends to be irregular due to durability, enabling consumers to postpone new purchases. However, following a partial rebound in 2021, demand for menswear fully recovered to pre-pandemic levels in 2022, due to the return of normal routines as restrictions eased. These included t...

Euromonitor International's Menswear 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: 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.

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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Greater mobility outside of the home drives up demand for menswear

Increasing number of brands entering menswear leads to fiercer competition

Social selling, integration among channels, and CRM in the spotlight

PROSPECTS AND OPPORTUNITIES

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