

Womenswear in Brazil

Market Direction | 2023-03-06 | 28 pages | Euromonitor

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Report description:

The emergency aid given by the local government as part of its support for vulnerable families during the pandemic was a strong growth driver in 2020, especially for fast-moving consumer goods with shorter lifecycles (such as packaged food and personal care). This support prevented fashion-related industries from recording even stronger declines. In 2021, many businesses resumed in-person work (albeit with some following hybrid measures), consequently increasing the number of consumers visiting...

Euromonitor International's Womenswear 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: 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.

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Second consecutive year of growth, despite higher macroeconomic challenges

Investments in supply chain and expansion leverage mergers and acquisitions

Accelerated digital transformation favours major retailers

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