

Childrenswear in Colombia

Market Direction | 2023-11-06 | 18 pages | Euromonitor

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Report description:

Size changes, also known as growth spurts, play a significant role in promoting purchases in the childrenswear category in Colombia. As children rapidly grow, parents and caregivers frequently need to update their children's wardrobes with new clothing that fits correctly. This ongoing need for larger sizes creates continuous demand for childrenswear, encouraging parents to make frequent purchases. As parents know clothing will only fit for a couple of months, the focus on price remains strong,...

Euromonitor International's Childrenswear 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 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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Comfort prioritised in childrenswear while trendy fashion in parental purchases becomes more influential

Hand-me-downs become more prevalent in times of economic downturn

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