

Womenswear in Argentina

Market Direction | 2023-11-27 | 25 pages | Euromonitor

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Report description:

Womenswear in Argentina has long been dominated by domestic companies, with international players having a relatively limited presence in the category. Despite the most severe cost-of-living crisis in a generation, premium domestic brands that primarily target more affluent demographics but have a strong aspirational appeal among all income groups have continued to perform impressively in 2023. This is partly explained by the fact that while challenging economic conditions may be leading women t...

Euromonitor International's Womenswear in Argentina 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.

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Premium domestic brands gain ground despite worsening cost-of-living crisis

Unseasonably warm winter subdues demand for jackets, coats and jumpers

Regency Group takes over management of Zara in Argentina

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