

Apparel and Footwear Specialists in Brazil

Market Direction | 2024-03-12 | 40 pages | Euromonitor

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Report description:

Apparel and footwear specialists maintained growth in current value terms in Brazil in 2023, as well as in outlet numbers. Value sales finally returned to the pre-pandemic level, although the same could not be said of outlet numbers. Lojas Renner remained the absolute leader in the channel in value terms, surpassing the combined value shares of Lojas Riachuelo and C&A Modas, which were second and third in the ranking in 2023. Its growth rate was also higher than the channel average.

Euromonitor International's Apparel and Footwear Specialists in Brazil report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear Specialists 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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Lojas Renner continues to lead, with its growth also remaining above the channel average

In 2023, Arezzo Industria & Comercio closes some franchises of the Arezzo and Schutz brands

The long-standing crisis for Lojas Marisa causes it to enter into judicial recovery and close nearly 100 stores in 2023

PROSPECTS AND OPPORTUNITIES

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Apparel and footwear specialists will continue to face competition from e-commerce for younger fashions

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