

Apparel Retail in Brazil

Industry Report | 2024-08-16 | 40 pages | MarketLine

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Report description:

Apparel Retail in Brazil

Summary

Apparel Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The apparel retail market is segmented into childrenswear, menswear, and womenswear. The market value represents retail sales.
- The Brazilian apparel retail industry recorded revenues of \$27.0 billion in 2023, representing a negative compound annual growth rate (CAGR) of 4.1% between 2018 and 2023.
- The womenswear segment accounted for the industry's largest proportion in 2023, with total revenues of \$13.7 billion, equivalent to 50.9% of the industry's overall value.
- The industry growth in Brazil is attributed to fast fashion, ecommerce expansion, increased brand awareness, lifestyle changes, seasonal promotions and discounts, and marketing strategies of companies.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the apparel retail market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in Brazil

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- Leading company profiles reveal details of key apparel retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil apparel retail market with five year forecasts

Reasons to Buy

- What was the size of the Brazil apparel retail market by value in 2023?
- What will be the size of the Brazil apparel retail market in 2028?
- What factors are affecting the strength of competition in the Brazil apparel retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Brazil's apparel retail market?

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