

Menswear in Argentina

Market Direction | 2024-11-25 | 24 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

In menswear, the casual clothing trend remains strong in Argentina, having emerged during the pandemic. Men have become accustomed to wearing casual clothing in everyday life, and this trend has become even more pronounced in 2024. Ties and suits have seen the biggest drop in volume sales compared to the pre-pandemic era. Many men in the country now wear only this type of apparel on specific occasions, such as when attending weddings, job interviews etc. Given the challenging economic climate, f...

Euromonitor International's Menswear 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 2019-2023 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 2028 illustrate how the market is set to change.

Product coverage: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men'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 Menswear 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Menswear in Argentina
Euromonitor International
November 2024

List Of Contents And Tables

MENSWEAR IN ARGENTINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Causal clothing trend remains strong in menswear
Promotions and discounts are key strategic tool as demand contracts
Equus brand launches an environmentally friendly collection

PROSPECTS AND OPPORTUNITIES

Wider offer of accessories from menswear brands
New brands may enter as import restrictions subside
Fashion trends are spread via social networks

CATEGORY DATA

- Table 1 Sales of Menswear by Category: Volume 2019-2024
Table 2 Sales of Menswear by Category: Value 2019-2024
Table 3 Sales of Menswear by Category: % Volume Growth 2019-2024
Table 4 Sales of Menswear by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Menswear: % Value 2020-2024
Table 6 LBN Brand Shares of Menswear: % Value 2021-2024
Table 7 NBO Company Shares of Men's Nightwear: % Value 2020-2024
Table 8 LBN Brand Shares of Men's Nightwear: % Value 2021-2024
Table 9 NBO Company Shares of Men's Outerwear: % Value 2020-2024
Table 10 LBN Brand Shares of Men's Outerwear: % Value 2021-2024
Table 11 NBO Company Shares of Men's Swimwear: % Value 2020-2024
Table 12 LBN Brand Shares of Men's Swimwear: % Value 2021-2024
Table 13 NBO Company Shares of Men's Underwear: % Value 2020-2024
Table 14 LBN Brand Shares of Men's Underwear: % Value 2021-2024
Table 15 Forecast Sales of Menswear by Category: Volume 2024-2029
Table 16 Forecast Sales of Menswear by Category: Value 2024-2029
Table 17 Forecast Sales of Menswear by Category: % Volume Growth 2024-2029
Table 18 Forecast Sales of Menswear by Category: % Value Growth 2024-2029

APPAREL AND FOOTWEAR IN ARGENTINA

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

- Table 19 Sales of Apparel and Footwear by Category: Volume 2019-2024
Table 20 Sales of Apparel and Footwear by Category: Value 2019-2024
Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 25 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Menswear in Argentina

Market Direction | 2024-11-25 | 24 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-09
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com