

Womenswear in Argentina

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

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Report description:

Womenswear witnessed a challenging year in 2024 as Argentina's recession deepened and consumers were challenged by the most severe cost-of-living crisis in a generation. Challenging economic conditions have led women to buy apparel less frequently, although many are still inclined to choose higher quality and more fashionable items when they do purchase new clothes. In this economic climate, consumers tend to spend what money they have quickly as purchasing power, and the value of savings are co...

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 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: 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.

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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