

# Apparel and Footwear Specialists in Argentina

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

More stable raw material costs and slower demand growth limit the average unit price increase in 2023

Apparel and footwear specialists delay the introduction of new collections

Government intervention eases the weight of apparel and footwear prices

#### PROSPECTS AND OPPORTUNITIES

Online spaces present opportunities and threats

Barriers for internationals while local player Grimaldi is set to perform well

Discounts and price promotions to stimulate demand in a volatile economic climate

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### EXECUTIVE SUMMARY

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“Precios Justos” agreement amidst economic uncertainty favours modern grocery retailers

Multinational retailers continue to exit the market in 2023

What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

Christmas

Back to school

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