

Apparel and Footwear Specialists in Brazil

March 2024

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Apparel and Footwear Specialists in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lojas Renner continues to lead, with its growth also remaining above the channel average

In 2023, Arezzo Indústria & Comércio 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

Value growth set to continue in the forecast period

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

More apparel and footwear specialists are expected to face difficulties, with store closures and bankruptcy filings in 2024

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While some retailers are struggling, others are booming

What next for retail?

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Opening hours for physical retail

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Seasonality

Carnival

Consumer Day

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