

Apparel Accessories in Portugal

November 2023

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Apparel Accessories in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest growth as items suffer from being viewed as non-essentials
The return of office-based work moderately stimulates demand for belts and ties
Local brand Parfois retains its lead despite losing ground on the landscape

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Apparel accessories suffer from its non-essential nature in an uncertain economy
The casualwear trend will rise, negatively impacting sales of accessories
Interest in sport is representing a growing opportunity for accessories

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