

Apparel and Footwear Specialists in Chile

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Independent players experience a difficult year

Multitiendas Corona revamps and leverages omnichannel strategy to remain on top

H&M expands and remodels flagship store

PROSPECTS AND OPPORTUNITIES

Continual arrival of international brands but local players to focus on slow fashion

Luxury, while niche, set to record important growth

Department stores and e-commerce to remain significant competitors to specialists

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Local consumers are searching for innovation

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DISCLAIMER

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