

Apparel and Footwear in Colombia

November 2023

Table of Contents

Apparel and Footwear in Colombia

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 1 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 2 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 3 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 6 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 7 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 8 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 9 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 10 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 11 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

As children grow quickly, parents focus less on quality and more on price

Comfort prioritised in childrenswear while trendy fashion in parental purchases becomes more influential

Hand-me-downs become more prevalent in times of economic downturn

PROSPECTS AND OPPORTUNITIES

More second-hand stores focus on childrenswear over the forecast period

Local brands remain important players in childrenswear

Gender-neutral and inclusive design in childrenswear increasingly characterise the category

CATEGORY DATA

Table 13 - Sales of Childrenswear by Category: Volume 2018-2023

Table 14 - Sales of Childrenswear by Category: Value 2018-2023

Table 15 - Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 16 - Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Childrenswear: % Value 2019-2023

Table 18 - LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 19 - Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 20 - Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 21 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

Apparel Accessories in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Use of local materials is prominent in accessories
Fashionable caps become a growing trend to elevate style
Genderless accessories grow in popularity

PROSPECTS AND OPPORTUNITIES

Sustainability becomes common practice in the production of Colombian accessories over the forecast period
Consumers become more cognisant of necessity while price emerges as a vital consideration when purchasing accessories
Accessories play an enduring role as popular gift choices

CATEGORY DATA

Table 23 - Sales of Apparel Accessories by Category: Volume 2018-2023
Table 24 - Sales of Apparel Accessories by Category: Value 2018-2023
Table 25 - Sales of Apparel Accessories by Category: % Volume Growth 2018-2023
Table 26 - Sales of Apparel Accessories by Category: % Value Growth 2018-2023
Table 27 - NBO Company Shares of Apparel Accessories: % Value 2019-2023
Table 28 - LBN Brand Shares of Apparel Accessories: % Value 2020-2023
Table 29 - Forecast Sales of Apparel Accessories by Category: Volume 2023-2028
Table 30 - Forecast Sales of Apparel Accessories by Category: Value 2023-2028
Table 31 - Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028
Table 32 - Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

Menswear in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Men focus on purchasing items that are seen in public
Androgynous look gains popularity leading women to purchase from the men's section
Linen becomes a popular material in menswear

PROSPECTS AND OPPORTUNITIES

Sustainable fashion continues influencing menswear
Consumers continue seeking comfort in menswear
Price-sensitive consumers balance necessity and affordability as they shop

CATEGORY DATA

Table 33 - Sales of Menswear by Category: Volume 2018-2023
Table 34 - Sales of Menswear by Category: Value 2018-2023
Table 35 - Sales of Menswear by Category: % Volume Growth 2018-2023
Table 36 - Sales of Menswear by Category: % Value Growth 2018-2023
Table 37 - NBO Company Shares of Menswear: % Value 2019-2023
Table 38 - LBN Brand Shares of Menswear: % Value 2020-2023
Table 39 - NBO Company Shares of Men's Nightwear: % Value 2019-2023
Table 40 - LBN Brand Shares of Men's Nightwear: % Value 2020-2023
Table 41 - NBO Company Shares of Men's Outerwear: % Value 2019-2023
Table 42 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023
Table 43 - NBO Company Shares of Men's Swimwear: % Value 2019-2023
Table 44 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023
Table 45 - NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 46 - LBN Brand Shares of Men's Underwear: % Value 2020-2023
Table 47 - Forecast Sales of Menswear by Category: Volume 2023-2028
Table 48 - Forecast Sales of Menswear by Category: Value 2023-2028
Table 49 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
Table 50 - Forecast Sales of Menswear by Category: % Value Growth 2023-2028

Womenswear in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Enhancing sustainability in Colombian women's fashion choices becomes a priority
Remote working loses popularity pushing women to seek workwear for their return to office life
Price continues to be a deciding factor for women

PROSPECTS AND OPPORTUNITIES

Tourism continues to support industry growth over the forecast period
Women increasingly seek quality and classic wardrobe pieces over fast fashion
Price competition and promotions remain popular due to ongoing economic constraints

CATEGORY DATA

Table 51 - Sales of Womenswear by Category: Volume 2018-2023
Table 52 - Sales of Womenswear by Category: Value 2018-2023
Table 53 - Sales of Womenswear by Category: % Volume Growth 2018-2023
Table 54 - Sales of Womenswear by Category: % Value Growth 2018-2023
Table 55 - NBO Company Shares of Womenswear: % Value 2019-2023
Table 56 - LBN Brand Shares of Womenswear: % Value 2020-2023
Table 57 - NBO Company Shares of Women's Nightwear: % Value 2019-2023
Table 58 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023
Table 59 - NBO Company Shares of Women's Outerwear: % Value 2019-2023
Table 60 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023
Table 61 - NBO Company Shares of Women's Swimwear: % Value 2019-2023
Table 62 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023
Table 63 - NBO Company Shares of Women's Underwear: % Value 2019-2023
Table 64 - LBN Brand Shares of Women's Underwear: % Value 2020-2023
Table 65 - Forecast Sales of Womenswear by Category: Volume 2023-2028
Table 66 - Forecast Sales of Womenswear by Category: Value 2023-2028
Table 67 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
Table 68 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

Jeans in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Colombian jeans are world renowned and a favourite souvenir among tourists
Colombia experiences a resurgence in vintage jeans trends
Post-pandemic consumers seek comfort, posing a challenge for jeans manufacturers

PROSPECTS AND OPPORTUNITIES

Anticipated rise of eco-friendly jeans brands over the forecast period
Promotions continue attracting price conscious consumers
When fit is important, consumers splurge on super premium jeans

CATEGORY DATA

Table 69 - Sales of Jeans by Category: Volume 2018-2023

Table 70 - Sales of Jeans by Category: Value 2018-2023

Table 71 - Sales of Jeans by Category: % Volume Growth 2018-2023

Table 72 - Sales of Jeans by Category: % Value Growth 2018-2023

Table 73 - Sales of Men's Jeans by Category: Volume 2018-2023

Table 74 - Sales of Men's Jeans by Category: Value 2018-2023

Table 75 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 76 - Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 77 - Sales of Women's Jeans by Category: Volume 2018-2023

Table 78 - Sales of Women's Jeans by Category: Value 2018-2023

Table 79 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 80 - Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 81 - NBO Company Shares of Jeans: % Value 2019-2023

Table 82 - LBN Brand Shares of Jeans: % Value 2020-2023

Table 83 - Forecast Sales of Jeans by Category: Volume 2023-2028

Table 84 - Forecast Sales of Jeans by Category: Value 2023-2028

Table 85 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 86 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 87 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 88 - Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 89 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 90 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 91 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 92 - Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 93 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 94 - Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

Hosiery in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand grows for patterned tights thanks to the latest fashion trend

Imports and contraband prove a threat to the sales of national players

Consumers wait for sales or shop in low-priced outlets when buying hosiery as it is not considered of primary importance

PROSPECTS AND OPPORTUNITIES

Local brand innovation continues to shape design

Durability is an important aspect in consumer buying decisions in hosiery

Athleisure trend continues to influence hosiery design

CATEGORY DATA

Table 95 - Sales of Hosiery by Category: Volume 2018-2023

Table 96 - Sales of Hosiery by Category: Value 2018-2023

Table 97 - Sales of Hosiery by Category: % Volume Growth 2018-2023

Table 98 - Sales of Hosiery by Category: % Value Growth 2018-2023

Table 99 - NBO Company Shares of Hosiery: % Value 2019-2023

Table 100 - LBN Brand Shares of Hosiery: % Value 2020-2023

Table 101 - Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 102 - Forecast Sales of Hosiery by Category: Value 2023-2028

Table 103 - Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 104 - Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

Footwear in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sneakers remains a popular choice as consumers embrace global fashion trend
- Quality matters to consumers when choosing footwear
- Colombian consumers’ increased health awareness promotes growth of sports shoes

PROSPECTS AND OPPORTUNITIES

- Consumer loyalty remains steadfast seeking savings within their preferred footwear brands
- Brand innovation continues to drive sales creating differentiation in a highly competitive marketplace
- Personalised and customised footwear options gather momentum

CATEGORY DATA

- Table 105 - Sales of Footwear by Category: Volume 2018-2023
- Table 106 - Sales of Footwear by Category: Value 2018-2023
- Table 107 - Sales of Footwear by Category: % Volume Growth 2018-2023
- Table 108 - Sales of Footwear by Category: % Value Growth 2018-2023
- Table 109 - NBO Company Shares of Footwear: % Value 2019-2023
- Table 110 - LBN Brand Shares of Footwear: % Value 2020-2023
- Table 111 - Distribution of Footwear by Format: % Value 2018-2023
- Table 112 - Forecast Sales of Footwear by Category: Volume 2023-2028
- Table 113 - Forecast Sales of Footwear by Category: Value 2023-2028
- Table 114 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028
- Table 115 - Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Sportswear in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sports enthusiasts seek deals on their preferred sportswear brands
- Channel loyalty on the wane as consumers enjoy exploring a variety of channels
- Social media plays a vital role in shaping sportswear choices

PROSPECTS AND OPPORTUNITIES

- Sportswear continues to be used as everyday wear
- Brand innovation remains a driving force for sales over the forecast period
- Contraband continues to threaten sales of legitimate sportswear brands

CATEGORY DATA

- Table 116 - Sales of Sportswear by Category: Value 2018-2023
- Table 117 - Sales of Sportswear by Category: % Value Growth 2018-2023
- Table 118 - NBO Company Shares of Sportswear: % Value 2019-2023
- Table 119 - LBN Brand Shares of Sportswear: % Value 2020-2023
- Table 120 - Distribution of Sportswear by Format: % Value 2018-2023
- Table 121 - Forecast Sales of Sportswear by Category: Value 2023-2028
- Table 122 - Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-and-footwear-in-colombia/report.