

Apparel and Footwear in Argentina

November 2023

Table of Contents

Apparel and Footwear in Argentina

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 Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carter's Inc begins domestic production of its Carter's and OshKosh brands

Mimo & Co and Cheeky remain the clear leaders in childrenswear

Rising operating costs reinforce appeal of franchising

PROSPECTS AND OPPORTUNITIES

Childrenswear set to record comparatively robust growth in volume sales

E-commerce will continue to gain importance as a distribution channel

Premium brands most exposed to ongoing economic challenges

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 Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Accessories still a focal point for diversification by outerwear producers
Isadora to the fore among accessories brands expanding into apparel categories
Warm autumn and winter weather depresses demand for some product types

PROSPECTS AND OPPORTUNITIES

Online sales of accessories set to continue rising
Assortment of products targeted at male consumers expected to widen
Rising temperatures may restrict volume growth potential for certain categories

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 Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Men's suits hard hit by growing preference for casual menswear styles
Local menswear brands strengthen their presence outside Argentina
Promotional discounting intensifies as cost of living soars

PROSPECTS AND OPPORTUNITIES

Challenging trading conditions will continue to deter entry of new international brands
Further distribution gains projected for the e-commerce channel
More menswear brands likely to diversify into other areas

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 Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium domestic brands gain ground despite worsening cost-of-living crisis
Unseasonably warm winter subdues demand for jackets, coats and jumpers
Regency Group takes over management of Zara in Argentina

PROSPECTS AND OPPORTUNITIES

Expansion of womenswear brands into other categories expected to continue
Penetration of international brands set to remain low
Circular fashion trend likely to constrain volume growth potential

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 Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Jeans among the best-selling product types in second-hand clothing stores
Pricing policies mainly determined by brand positioning and marketing spend
Higher-end brands continue to update classic designs with more modern features

PROSPECTS AND OPPORTUNITIES

Demand for jeans set to remain buoyant despite pricing pressures
Super premium and premium segments expected to grow fastest in volume terms
Denim fabric supplier Santista aims to increase production capacity by 20%

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 Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Store-based hosiery retailers continue to lose ground to e-commerce platforms

Production of international brands increasingly outsourced to local manufacturers

Sheer hosiery bucks trend of volume sales decline seen in most apparel categories

PROSPECTS AND OPPORTUNITIES

Outerwear brands will continue to develop and expand hosiery ranges

Growth in domestic production may create new export opportunities

Threat to sportswear brands posed by counterfeit sales likely to intensify

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 Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Import restrictions and capital controls continue to boost domestic production
Growing preference for casual footwear shapes new product development activity
Specialised performance sports footwear in short supply in 2023

PROSPECTS AND OPPORTUNITIES

More players likely to start pricing imported products in US dollars
Import controls may result in greater consolidation
Future of instalment payment plans for footwear could be in question

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 Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local production of international sportswear brands continues to rise
More players seek to raise brand awareness by sponsoring running events
Number of sportswear brands with proprietary e-commerce platforms increases

PROSPECTS AND OPPORTUNITIES

Mainstream apparel and footwear brands set to expand their sports-inspired ranges
Sportswear producers will continue to collaborate with local trap music stars
More small domestic brands expected to emerge

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-argentina/report.