

Childrenswear in Argentina

November 2023

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Childrenswear in Argentina - Category analysis

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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

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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

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