

# Menswear in Argentina

November 2023

**Table of Contents** 

#### Menswear in Argentina - Category analysis

# **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 1 - Sales of Menswear by Category: Volume 2018-2023 Table 2 - Sales of Menswear by Category: Value 2018-2023 Table 3 - Sales of Menswear by Category: % Volume Growth 2018-2023 Table 4 - Sales of Menswear by Category: % Value Growth 2018-2023 Table 5 - NBO Company Shares of Menswear: % Value 2019-2023 Table 6 - LBN Brand Shares of Menswear: % Value 2020-2023 Table 7 - NBO Company Shares of Men's Nightwear: % Value 2019-2023 Table 8 - LBN Brand Shares of Men's Nightwear: % Value 2020-2023 Table 9 - NBO Company Shares of Men's Outerwear: % Value 2019-2023 Table 10 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023 Table 11 - NBO Company Shares of Men's Swimwear: % Value 2019-2023 Table 12 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023 Table 13 - NBO Company Shares of Men's Underwear: % Value 2019-2023 Table 14 - LBN Brand Shares of Men's Underwear: % Value 2020-2023 Table 15 - Forecast Sales of Menswear by Category: Volume 2023-2028 Table 16 - Forecast Sales of Menswear by Category: Value 2023-2028 Table 17 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028 Table 18 - Forecast Sales of Menswear by Category: % Value Growth 2023-2028

#### Apparel and Footwear in Argentina - Industry Overview

#### 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 19 - Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 20 - Sales of Apparel and Footwear by Category: Value 2018-2023
Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 24 - LBN Brand Shares of Apparel and Footwear by Format: % Value 2018-2023
Table 25 - Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 26 - Distribution of Apparel and Footwear by Category: Volume 2023-2028
Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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