

# Womenswear in Portugal

November 2023

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### Womenswear in Portugal - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

High inflation and the rise of second-hand goods limits retail volume growth Low-cost players benefit from consumers trading down to more affordable options Brands invest in retail as consumers return to brick-and-mortar stores

# PROSPECTS AND OPPORTUNITIES

Retail volume growth unlikely to reach pre-COVID-19 levels in the forecast period Sportswear and athleisure are set to drive sales across the forecast period Modern grocery retailers lose ground as spending power increases

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