

Footwear in Brazil

January 2024

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Footwear in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Men's and children's footwear see the strongest growth, and footwear performs better than expected A triumph in the internal market and expanding global horizons

Integration of AI, and facilitating logistics for footwear

PROSPECTS AND OPPORTUNITIES

Asian imports threaten the national market, but also present opportunities Brazilian brands likely to make strides globally with sustainability and style Younger generations to drive innovation in the future

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