

Menswear in Brazil

March 2023

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Menswear in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Greater mobility outside of the home drives up demand for menswear
Increasing number of brands entering menswear leads to fiercer competition
Social selling, integration among channels, and CRM in the spotlight

PROSPECTS AND OPPORTUNITIES

The changing view of masculinity in Brazil can help brands to diversify
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Menswear is expected to gain share within apparel in the coming years

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