Retail Shifts in Latin American Fashion

June 2023

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INTRODUCTION

Scope
Executive summary

FASHION IN LATIN AMERICA, A SNAPSHOT

Fashion sales in Latin America returned to pre-pandemic levels
Apparel and footwear returned to pre-pandemic levels, but other categories lag behind
Although consumers returned to stores, e-commerce remains above pre-pandemic levels
Competition is tough in a very fragmented market

THE LATIN AMERICAN FASHION CONSUMER

Latin Americans prefer stores to purchase their apparel and personal accessories goods
Trying before buying and immediacy attract consumers to the stores
Millennials, not Gen Zers are more inclined to buy fashion online
Price, free shipping and variety of brands attract consumers to online shopping
Comfort and durability are what consumers in the region look for in their fashion products
Brand name or recognition is not as important for the vast majority of fashion consumers

WHERE CONSUMERS SHOP FASHION POST-PANDEMIC

Winners and losers of fashion retail in Latin America
E-commerce gained ground across categories in the region
E-commerce surged thanks to the pandemic, but not without challenges
Apparel and footwear e-commerce boom attracted new entrants across channels
Alma Bacana: a new shop window for premium brands in Argentina
Although specialists remains the largest channel, it continues to lose share in the region
Specialists face strong competition in a very fragmented market
Varied performance of specialists in the growing sportswear category
Cuidado con el Perro launches MalaYerba a brand appealing to the “young and disrupted”
“Travelling Shop” - Renner’s mobile pop-up store across Brazilian coast
Fashion sales through department stores concentrated in two countries: Mexico and Chile
The shift to e-commerce is evident in department stores
Fashion continues to lose share in department stores’ physical sales
New Falabella store, a glimpse into the future of retail
Grocery retailers’ positioning as a fashion destination benefited during the pandemic

OMNICHANNEL IS JUST THE STARTING POINT

Omnichannel is just the beginning to fulfill consumers’ renewed expectations
Shein goes physical through pop-up stores in Mexico and launches “SheinMxTour”
A consumer-centric approach is more relevant than ever
Dafiti’s Experience Centres, getting closer to the consumer
The renewed role of the store: A consumer touchpoint (1/2)
The renewed role of the store: A consumer touchpoint (2/2)
Estudio Nube in Argentina: Opposite path from the “online world” to the “offline world”
Revolutionising the fashion retail experience through technology
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BEYOND OMNICHANNEL: HOW TO KEEP CONSUMERS ENGAGED

Fashion retail beyond the transaction, the sustainability debt
El Palacio de Hierro collaborates with Della Terra to launch a sustainable capsule collection

FUTURE OPPORTUNITIES

Fashion expected to grow, but performance will differ across countries and categories
How much more can e-commerce grow in the region?
Return of travel opens avenues of growth both for retail and duty-free shopping

The path forward: A consumer-centric approach to omnichannel

APPENDIX

Definitions

ABOUT VOICE OF THE INDUSTRY

About Euromonitor’s Voice of the Industry survey series

ABOUT VOICE OF THE CONSUMER

About Euromonitor’s Voice of the Consumer survey series: Lifestyles Survey
About Euromonitor’s Voice of the Consumer survey series: Sustainability Survey

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