

Apparel Accessories in Argentina

November 2023

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Apparel Accessories in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Accessories still a focal point for diversification by outerwear producers lsadora to the fore among accessories brands expanding into apparel categories Warm autumn and winter weather depresses demand for some product types

PROSPECTS AND OPPORTUNITIES

Online sales of accessories set to continue rising Assortment of products targeted at male consumers expected to widen Rising temperatures may restrict volume growth potential for certain categories

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