

Childrenswear in Brazil

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Childrenswear in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Childrenswear shines amidst Brazil's other apparel categories
Demographic transition opens up opportunity for premium brands
Shopping centres and e-commerce grow as popular channels for parents

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Childrenswear set to continue to grow and see the premium segment evolve
Second-hand market presents itself as a growing and affordable alternative
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