



# Apparel and Footwear Specialists in Colombia

March 2024

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## Apparel and Footwear Specialists in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Apparel and footwear specialists underscore the economy's resilience  
Companies adapting to changing consumer needs  
The physical store increases focus on brand experience

#### PROSPECTS AND OPPORTUNITIES

Sustainable fashion is set to become the key trend in apparel  
Inflation challenges could be problematic, but opportunities will remain  
All about discounts

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