



Apparel and Footwear Specialists in Argentina

February 2024

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Apparel and Footwear Specialists in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

More stable raw material costs and slower demand growth limit the average unit price increase in 2023

Apparel and footwear specialists delay the introduction of new collections

Government intervention eases the weight of apparel and footwear prices

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Online spaces present opportunities and threats

Barriers for internationals while local player Grimoldi is set to perform well

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